

MAXIMIZE YOUR PROFIT WITH THE POWER SET

2025
 INNOVATIVE
 NEW ITEMS
 WILL DRIVE
 CATEGORY
 GROWTH



**SOFT & CHEWY
 GUMMI TEXTURE!**

Trolli Brand Facts¹:

- 92% Brand awareness with Gen Z
- +10% 3-year CAGR in Convenience



MADE WITH REAL ICE CREAM!

92% of Butterfinger shoppers and 87% of Baby Ruth shoppers will be new to the ice cream candy bar segment



1. IRI, Trolli NCC, Total U.S. MULO + Convenience, Latest 52Wks Ending 3-24-24
 2. PublicisKin Proprietary consumer overlap study, April 2024

5 BASKET BUNKER RANKING

	Big Bopper®	
	Big Vanilla®	
	Strawberry Shortcake	
	King Size Bunny Tracks®	
	Butterfinger® Ice Cream Bar	
	Baby Ruth® Ice Cream Bar	
	Trolli® Gummi Pop	
	Load'd Sundaes® Bunny Tracks®	
	Load'd Sundaes® Strawberry Shortcake	
	Load'd Sundaes® Chocolate Brownie Bomb®	
	Vanilla Cone	
	Cookies 'N Cream	
	King Size Brownie Sundae	
	Cookies 'N Cream	
	Vanilla Bean	
	Chocolate	
	Bomb Pop® Original	
	Bomb Pop® Nerds®	
	Soft Pints Chocolate Vanilla	
	Soft Pints Chocolate Cookies & Cream	
	Soft Pints Blu's Birthday Cake	
	Big Neapolitan®	
	Miraculous Ladybug Face Bar	
	Kung Fu Panda Face Bar	
	Teenage Mutant Ninja Turtles Face Bar	



Bomp Pop is the fastest growing water ice brand in dollar and unit sales*

Big Vanilla Sandwich is the fastest turning Blue Bunny Novelty item with unit velocity of 3.7*

*Nielsen Total US Convenience, Latest 52wk ending 10/19/24

OTHERS TO CONSIDER FOR LARGER BUNKERS

	Soft Cones Chocolate Vanilla	
	Caramel Lovers Cone	
	Chocolate Eclair	
	Cookies 'N Cream Sandwich	
	Big Double Strawberry	
	Big Alaska®	
	Chips Galore®	
	Bomb Pop® Candy Clash	
	Bomb Pop® Candy Clash Cool Tubes®	
	Bomb Pop® Original Cup	
	Soft Pints Strawberry & Cream	
	Soft Pints Chocolate Peanut Butter	
	Double Strawberry	
	Butter Pecan	
	Bunny Tracks®	
	Banana Split	
	Load'd Sundaes® Brookie	

DIMENSIONS FOR 5, 6 AND 7 BASKET BUNKERS

- 5 Basket Bunker: 48 3/4" (L) x 27 1/4" (D) x 33 1/2" (H)
- 6 Basket Bunker: 59 1/2" (L) x 27 1/4" (D) x 33 1/2" (H)
- 7 Basket Bunker: 66 1/4" (L) x 27 1/4" (D) x 33 1/2" (H)

NEW

nutella

ice cream

**New Nutella Ice Cream
combines the world's most
beloved spread with the
creamy softness of ice cream!**

**Nutella in every bite
with enveloping swirls**

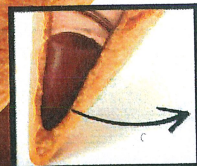
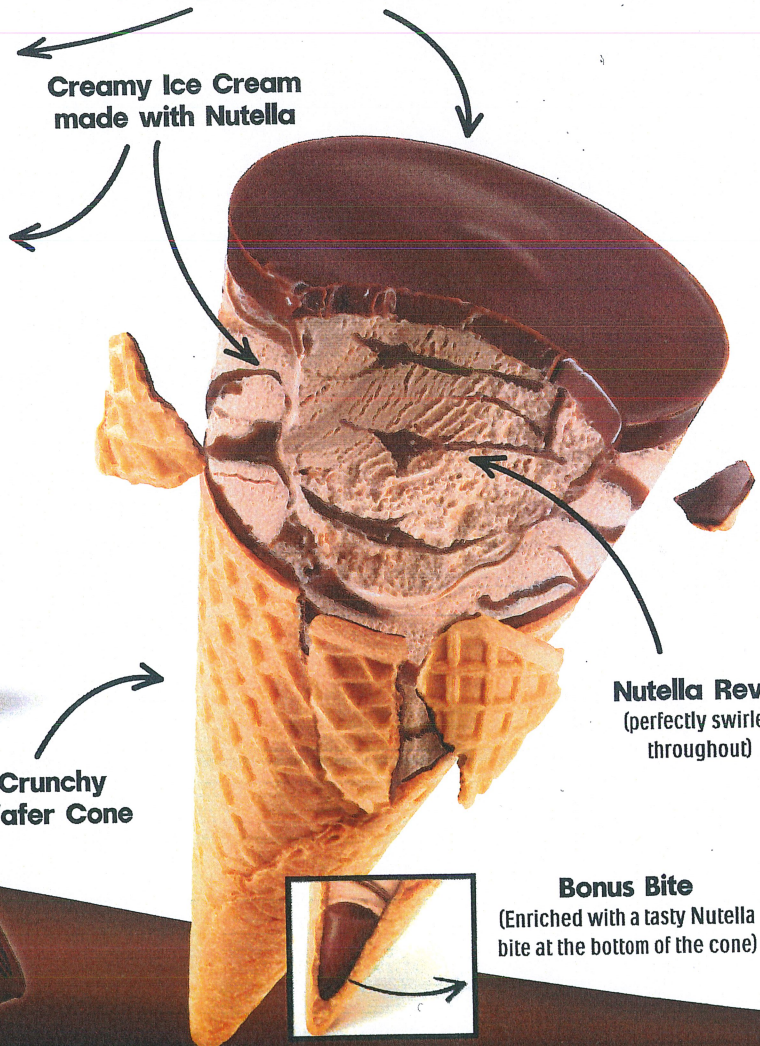
**Unmistakable
Nutella top disk
(a crunchy, melt-in-your-mouth disk of Nutella)**

**Creamy Ice Cream
made with Nutella**

**Nutella Revel
(perfectly swirled
throughout)**

**Crunchy
Wafer Cone**

**Bonus Bite
(Enriched with a tasty Nutella
bite at the bottom of the cone)**



NEW

nutella ice cream

- **nutella** is the #1 Chocolate Spreads Brand.¹
- **nutella** has 98% Brand Awareness.²
- **nutella** is the #2 food product brand in “fan love” ranking.³



“I was pleasantly surprised by how much it really tasted like Nutella.”⁵



“I feel like I stuck my spoon in a jar of Nutella.”⁴

“I really liked the flavor, as a fan of Nutella I found it delicious.”⁴



“I liked how creamy it was.”⁵

ORDERING INFORMATION

ITEM	PRODUCT DESCRIPTION	ITEM #	UPC	GTIN	
	Nutella Pint*	Ice Cream with Nutella	1496113	0 70640 02589 3	1 00 70640 02589 0
	Nutella Cone	Ice Cream with Nutella in a Sugar Cone	1493149	0 70640 02576 3	1 00 70640 02576 0

SHIPPING INFORMATION

	UNIT SIZE	CASE PACK	CASE DIMENSIONS	CASE CUBE	CASES/PALLET	TiHi
Nutella Pint*	14 fl. oz.	1-8 pk.	8.19 x 4.19 x 16.00	.3175	247	19 x 13
Nutella Cone	3.04 fl. oz.	1-24 pk.	6.50 x 7.25 x 10.88	.2966	275	25 x 11

For more information on Wells Enterprises, Inc's products and services call 866-266-2767, or email us at convenienceinquiries@bluebunny.com.

¹Nov 2021 Euromonitor | Chocolate Spreads Brand Shares | Sweet Spreads Brand Share | IRI, KANTAR, NIELSEN - HH Buyers - top 15 - BEL (Apr 19), CAN (Aug 20), AUS, POL, RUS, SPA, GER, SAU (Dec 20), BRA, MEX (Jan 21), ITA, TUR, UK, USA, FRA (Feb 21). ²Ipsos BVC 2024. ³socialbakers - 2018 (1st brand is Oreo) | Equity 2020 ITA GER FRA RUS GB Equity 2019 CAN BRA USA - Equity 2017 BE KSA AUS POL. ⁴NUTELLA IC PINT STANDARD TASTE TEST + QL HOME-PLACEMENT, JUNE 2025. ⁵NUTELLA IC CONE STANDARD TASTE TEST + QL HOME-PLACEMENT, MAY 2025. *We use the term "Pints" to refer to the relevant segment within the ice cream category, but note that our Nutella tub will be 14 fluid ounces, by volume. NUTELLA® is a trademark of Ferrero Group. Used under license. ©2025 Wells Enterprises, Inc. All rights reserved. 7252-9/25

Blue Bunny

INTRODUCING A NEW TWIST ON SOFT SERVE



Two flavors twisted together to provide the ultimate soft serve experience. No machine, no maintenance, no hassle!



ORDERING INFORMATION

ITEM #	UPC	GTIN
1405715	0 70640 02341 7	1 00 70640 02341 4

Unit UPC



SHIPPING INFORMATION

UNIT SIZE	CASE PACK	CASE DIMENSIONS	CASE CUBE	CASES/PALLET	TiHi
4.5 fl. oz.	1-2 doz.	11 x 7.0625 x 8.375	.38	207	23 x9

For more information, please contact us at 866-266-2767 or by email. Convenience Customers: convenienceinquiries@bluebunny.com
 Mobile Vending Customers: mobileinquiries@bluebunny.com Wellsvending.com ©2022 Wells Enterprises, Inc. All rights reserved. 1/22 #7047



#1261784

Vanilla Ice Cream Slice, 72pk

Blue Bunny Big Slice® Vanilla Ice Cream is your go-to premium artificially flavored vanilla ice cream slice, giving operators the ultimate back-of-house efficiency. Save time and labor when assembling desserts! Ideal for restaurants, senior dining, college and university, and more! Each case contains 72 individually wrapped slices that are 4 fluid ounces each, allowing for easy, clean serving and storage. Blue Bunny-We Make Fun! Wells Enterprises, proudly serving ice cream and other frozen treats since 1913.



- Made with real milk
- Not Labelled for Individual Sale
- Intended for back of house use
- Shelf Life: 547 Days from the date of manufacture. Storage Temp -20 (Min/Max -50/-10)
- Kosher Dairy
- 72pk - 4 fl oz. each.

Case

GTIN



1 00 70640 31150 4

Per Pallet
110

Gross Weight
11.13 LB

Cube
0.5846

Dimensions
6.75H x 8.0625W x 18.5625D

Net Weight
10.224 LB

Ti x Hi
10 x 11



0 70640 31150 0

Consumer Unit

Per Case
72

Gross Weight
0.146

Inner Count
1

Dimensions
3H x 3W x 2.25D

Inner Size
4 FLUID OUNCE



0 70640 31150 7

Trolli Gummi Pop

**DISRUPTING FROZEN
WITH GEN Z'S
FAVORITE BRAND!**

THE ONLY
ICE POP THAT'S
SOFT, GUMMI
& FROZEN



TROLLI® GUMMI POP 3 FL OZ SINGLE SERVE

2-IN-1
SOUR
FLAVORS

**#1 & #2 Best Selling
New Novelties in Retail ¹**
now available as Single
Serve for Foodservice!

SOUR &
SWEET

EAT ME

Trolli Gummi Pop

**STOCK THESE
THRILLING
3 FL OZ SINGLE SERVE
FLAVORS TODAY!**

What real consumers had to say!

*"Whoa. It's an actual cross
between ice cream & gummy!!" 2*

★★★★★
"A Must Try."

*"Just like the candy. It's
different and better." 2*

★★★★★
"Unique and Tasty."

Great for any grab-and-go location:

- College & Universities
- Lodging
- Recreation
- QSR



ORDERING INFORMATION

Item #	UPC	GTN	Description
1483151	070640025534	10070640025531	2DZ 3.0 TROLLI CHRY/LEMN POP 1CS
1499173	070640026005	10070640026002	2DZ 3.0 TROLLI GRPE/STRAW POP 1CS

SHIPPING INFORMATION

Unit Size	Case pack	Case Dimensions	Case Cube	Cases/ Pallet	TiHi
3.0 FL OZ.	2 DZ/1CS	11.3750" x 8.750" x 4.4375"	0.2556	324	18x18

1 Source: Nielsen Total US xAOC, L52W week ending 4/12/25. Items launched 10/12/24 or later. 2 Source: 3rd Party Trolli Gummy Pops CLT, March 2024

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FOODSERVICE



2026

JANUARY

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

FEBRUARY

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

MARCH

S	M	T	W	T	F	S
1	2	3	4	5	6	7
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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

APRIL

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26	27	28	29	30		

MAY

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24	25	26	27	28	29	30
31						

JUNE

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21	22	23	24	25	26	27
28	29	30				

JULY

S	M	T	W	T	F	S
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19	20	21	22	23	24	25
26	27	28	29	30	31	

AUGUST

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9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

SEPTEMBER

S	M	T	W	T	F	S
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6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

OCTOBER

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				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

NOVEMBER

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

DECEMBER

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		