

**Blue Bunny**  
ICE CREAM®

# LOAD'D SUNDAES™

SOFT ICE CREAM LOADED WITH TOPPINGS  
DELICIOUSLY SWIRLED TOGETHER



## #1 NEW ICE CREAM INNOVATION<sup>1</sup>

Top Scoring Dessert for  
Purchase Intent and Frequency  
in QSR at \$3.77 price point<sup>2</sup>



PURCHASE  
FREQUENCY



PURCHASE  
INTENT



Bunny Tracks®



Chocolate Brownie Bomb®



Cookie Crunch 'N Fudge



Mint Chocolate Chunk



Strawberry Shortcake



Marshmallow Crispy Bar

**NEW  
FLAVORS  
AVAILABLE  
IN 2019**

<sup>1</sup> Nielsen U/I/S/W YTD WE 6/8/18

<sup>2</sup> Datassential Concept Study, 2017, Scored in the 93rd percentile for purchase intent and the 85th percentile for purchase frequency. Over 2,000 dessert concepts, scored in the 93rd percentile for purchase intent.

CLEAR PACKAGE  
FEATURES  
DECADENT TEXTURE

IDEAL  
GRAB & GO  
TREAT WITH  
RESEALABLE LID  
(CAR HOLDER READY)

APPETIZING  
FLAVOR CUES

SOFT, SCOOPABLE  
ICE CREAM



IMPULSE  
SALE READY







ROBUST &  
BALANCED  
FLAVORS

TONS OF TOPPINGS  
& SWIRLS LOAD'D  
TO THE EDGE

## OPERATOR BENEFITS

- Easier to handle than soft serve (80% of soft serve operators surveyed said they would either replace or use in addition to their current product offering\*)
- Variety of flavor options
- Less waste, less time, no clean up or equipment required
- Convenient storage

## ORDERING INFORMATION

ITEM	PRODUCT DESCRIPTION	ITEM #	UPC	GTIN
 <b>Bunny Tracks®</b>	Vanilla Ice Cream, Caramel and Fudge Swirls, Chocolatey Covered Peanuts, Chocolatey Peanut Butter Bunnies	1200094	0 70640 01556 6	0 00 70640 01866 6
 <b>Chocolate Brownie Bomb®</b>	Chocolate Ice Cream, Fudge Swirls, Brownie Chunks, Chocolatey Fudge Bunnies	1200105	0 70640 01566 5	0 00 70640 01867 3
 <b>Cookie Crunch 'N Fudge</b>	Vanilla Ice Cream, Fudge Swirls, Chocolate Cookie Pieces, Chocolatey Fudge Bunnies	1200112	0 70640 01565 8	0 00 70640 01868 0
 <b>Mint Chocolate Chunk</b>	Mint Ice Cream, Fudge Swirls, Dark Chocolate Chunks, Chocolatey Fudge Bunnies	1200137	0 70640 01561 0	0 00 70640 01869 7
 <b>NEW</b> <b>Strawberry Shortcake</b>	Strawberry Ice Cream, Strawberry Swirls, Strawberries, Shortcake Pieces, Candy Coated Strawberry Bunnies	1200144	0 70640 01560 3	0 00 70640 01870 3
 <b>NEW</b> <b>Marshmallow Crispy Bar</b>	Marshmallow Ice Cream, Rice Crisp and Peanut Butter Swirls, Chocolatey Rice Crisp, Chocolatey Marshmallow Bunnies	1200151	0 70640 01738 6	0 00 70640 01871 0

## SHIPPING INFORMATION

UNIT SIZE	CASE PACK	CASE DIMENSIONS	CASE CUBE	CASES/PALLET	TiHi
8.5 fl. oz.	1-12 pk	20.25 X 6.94 X 4.63	.3760	238	14 x 17

For more information on Blue Bunny® products and services call 855-331-5083 or email us at [bluebunny@kisaales.com](mailto:bluebunny@kisaales.com)  
**wellsfoodservice.com**

\* Datassential Omnibus Study 2017  
©2018 Wells Enterprises, Inc. All rights reserved. 6717-9/18