

Comelle

Enjoyed Since 1951

Gorgeous

184



Point of Sale Guide 2022



Soft serve ice cream is a popular, enjoyable impulse purchase

Physical stimuli is a key factor driving impulse buys.

So exciting point of sale can help elevate sales and give customers an enjoyable experience.

To help, Comelle has carefully chosen and designed point of sale items to prompt and attract those impulse purchases.

What's more they are easy to order, and easy to display!



Comelle

Enjoyed Since 1951

prompt



attract



sell



[Click here](#) to claim your POS >

Prompt

pavement signs

Eye-catching Comelle branded pavement signs will prompt consumers to think...

“Ooh, I would like an ice cream!”

For optimum effect, place pavement signs around 10m from your premises to prompt the desire.

Free with proof of purchase of just 5 cases of Comelle Ice Cream Mix - full T&C [here](#).



Attention
grabbing
sign to draw
customers in!



[Click here](#) to claim your POS >

Striking, attention
grabbing stickers!



Attract

window stickers

Attractive Comelle window stickers will help draw customers in.

"Oooh , I would like an ice cream... And I can get one here!"

For optimum effect, place window stickers at eye level.

Claim 2 Comelle Window Stickers FREE [here!](#)



[Click here](#) to claim your POS >

Sell

cone holders

Fun Comelle branded cone holders can be used for display and to help customers carry multiple cones.

Claim 10 cone holders FREE!



face shields

Help keep everyone safer with Comelle branded face shields.

Claim 2 face shields FREE!



*Pavement signs are eligible upon proof of purchase of 5 cases of Comelle Soft Serve Ice Cream Mix. Window Stickers, Face Shields & Cone Holders are free and are available whilst stocks last. Customers can request 2 x window stickers, 2 x face shields and 10 x cone holders per business.

[Click here](#) to claim your POS >

Comelle Ice Cream Mix

Celebrating 70 years of Comelle in 2021 with our new BEST EVER TASTING RECIPE!

- Delicious, high quality creamy liquid ice cream mix
- Melt in the mouth ice cream for commercial soft serve machines
- Creamy, vanilla flavour
- Designed to hold its shape for an enjoyable experience; perfect for takeaways, restaurants, dessert parlours and more
- Meets PHE 2020 sugar guidelines
- Made with milk from our Lakeland Dairies Co-Operative family farms

70
YEARS
OUR
Best Ever
RECIPE

Have you tried
delicious
Comelle Thick
Shake?



Best Ever recipe!

Easy to use!

Easy to store!



[Click here](#) to claim your POS >

OUR
**Best
Ever**
RECIPE

The Comelle Story

Enjoyed Since 1951

Comelle
70
YEARS

1951

Started producing & selling ice cream powder base for local manufacturers of ice cream across the UK

1968

Comelle ice cream powder was the most awarded ice cream base at the annual Ice Cream Alliance Awards picking up 28 awards

1971

The Comelle brand moves to a new home in Newtownards, Northern Ireland

1974

In addition to the range of powder, Comelle liquid ice cream mix is born

1984

Fresko Thick Shake Mix (now Comelle Thick Shake Mix) is launched

1991

Comelle House in Bromley is opened

2008

Comelle is rebranded into distinctive red packaging

2020

Comelle Ice Cream & Thick Shake Mix recipes are reformulated to deliver their Best Ever Recipe!

2021

Comelle celebrates 70 years of delivering enjoyment, excitement and memorable experience around the world



[Click here](#) to claim your POS >

Did you know?

46% of UK consumers bought a soft serve ice cream more than 5 times a year.*

*Consumer Survey. 2021



[Click here](#) to claim your POS >

“ I am delighted with Comelle, it's quality is always the best and is ideal for our village pub which has a wonderful outside area and large garden. Our customers love it in both cones and tubs. ”

Brian Priest
The Chequers, Swinford

ALL WE NEED IS ICE CREAM

Lakeland Dairies, ice cream experts and makers of Comelle, surveyed UK consumers* to discover the nation's favourite summer treat. And this is what they found...

**Consumer Survey, 2021*



MOST POPULAR

ICE CREAM FLAVOURS



25%

Vanilla



23%

Chocolate



21%

Mint choc chip

ICE CREAM TOPPINGS



FAVOURITE SUMMER TREAT



59%

Vanilla soft-serve ice cream



39%

Scoop ice cream



6%

Chocolate

AND THAT'S NOT ALL

46%

Bought a soft-serve ice cream more than five times a year

48%

Associated soft-serve ice cream with a British summer holiday at the seaside

[Click here](#) to claim your POS >

Easter ice cream sundae

Masterclass

*With William Curley,
Pâtissier Chocolatier*

"When I'm looking to create something special, I look for the best tasting ingredients available. Comelle Soft Serve Ice Cream is an exciting product to work with because it's so easy to elevate into something spectacular."

William Curley



Click to view
the video &
download
the recipe
guide!



Have you seen our
Comelle Sundae Masterclass
featuring William Curley?



Comelle

Enjoyed Since 1951

Lakeland Dairies Foodservice

Lakeland Dairies Foodservice offers an internationally trusted, high-performing dairy range for chefs. We've been lovingly producing deliciously tasty butter and cream from high quality, wholesome milk from our co-op of family farms since 1897.

We enjoy a rich history of innovative dairy products. Our products are carefully designed to deliver extraordinary taste and fantastic functional performance for our valued customers.

Our modern, automated production technologies ensure our high-quality products are consistent without compromising on taste. Generations of family farming expertise goes into each and every product.

Lakeland Dairies Co-Operative

We are a 100% farmer-owned and managed Irish Dairy Co-Operative. For more than 100 years we have produced high-quality, wholesome, and nutritious milk.

We are extremely proud of our heritage and reputation for excellence in dairy farming. Our milk is made from contented cows grazing freely on lush green pastures of our farms.

Our farmers are located in the beautiful countryside of the island of Ireland. Here, plentiful rainfall, a mild climate and rich soil combine with our farmers' devotion and the co-operative's expertise to create the high-quality milk which gives our products their special taste.

From lush green pastures, we create products trusted by chefs

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 **Lakeland**
DAIRIES