

NEW FROM PETERS® ICE CREAM



NEW

Peters® Drumstick® **MEGATIP**

**DOUBLE THE CHOCCY TIP
IN EVERY RIP.**



**GET READY FOR MEGA SALES
THIS SUMMER**

**AUSTRALIA'S
#1 CONE
BRAND***



TIR Code: 631849

The decadence of chocolate and peanut come together in frozen harmony, swirled through with gooey caramel sauce and crunchy peanuts, all encased in a crispy wafer cone, complete with a **MEGA CHOCCY TIP**.



TIR Code: 631857

Creamy macadamia flavour swirled with a lush, sweet honey syrup then topped with crushed macadamias, all encased in a crispy wafer cone finished off with a **MEGA CHOCCY TIP**.

A Drumstick® is eaten every 3 seconds**

Double the Choccy tip unique to the market

Source: *IRI Combined Value sales Grocery & Convenience MAT 13/09/20

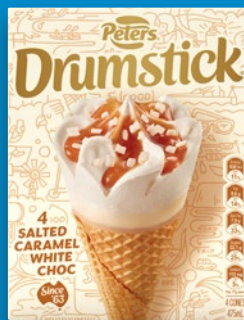
**Peters Unit Sales Data MAT 13/09/20

IN 2021, DRUMSTICK® IS EMBRACING SUMMER

DRUMSTICK® HAS A NEW LOOK!



NEW

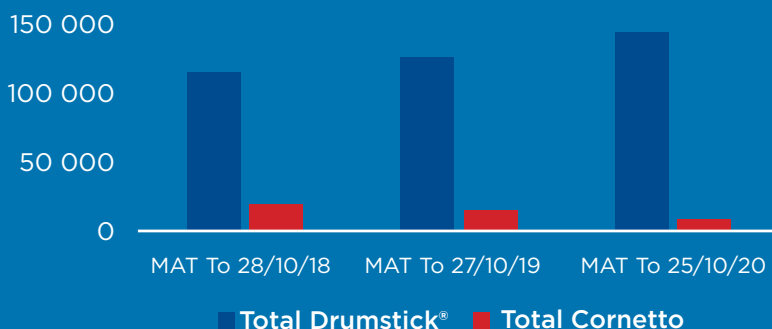


NEW

AUSSIE
MADE

DRUMSTICK® IS AUSTRALIA'S #1 ICE CREAM CONE OUTSELLING CORNETTO 10 TO 1

Combined Grocery & Convenience Value Sales
(000s)



OVER **80 MILLION**
DRUMSTICKS WERE
ENJOYED IN 2019. THAT'S
EQUIVALENT TO ONE EVERY
3 SECONDS**

*Source: IRI Combined Grocery & Convenience Value Sales MAT 25/10/20

**Peters Unit Sales Data MAT 25/10/20

LIMITED EDITION FROM PETERS® ICE CREAM



BACK BY POPULAR DEMAND!

Cadbury®
**creme
egg®**

**Cadbury®
Crème Egg®
was the NO.3
NPD launch
in Q1 2020**



For further enquiries contact:
peters.indies@creativeactivation.com.au
your local representative

Source: IRI Total Grocery Scan MAT to 13/09/20

CADBURY, CREME EGG and THE COLOUR PURPLE are
trademarks of Mondelez International group used under license.

Cadbury® Creme Egg® MP4
TIR Code: 989939

NEW FROM PETERS® ICE CREAM



NEW

**PROUD
— & —
PUNCH**

treat me good



PINING FOR LIME

Pining for lime? Pine no longer. We've taken pine lime to a new (vegan) level with a dreamy coconut cream centre, dunked in a combo of tangy QLD pineapple, zesty lime and punchy lemon myrtle that's made just for you!

TIR Code: 631830



IT'S CHOC-MINT TO BE

Cacao + Tassie Mint? It's Choc-Mint to Be (obviously). Our creamy, smoothie pop take on classic Choc Mint is out-of-this world with a smooth coconut cream base, cacao and Tassie mint.

TIR Code: 631822

VEGAN • GLUTEN FREE
PROUDLY AUSTRALIAN MADE

NEW FROM PETERS® ICE CREAM



CONNOISSEUR®

GOURMET ICE CREAM

NEW



VANILLA CARAMEL BROWNIE

Vanilla Caramel Brownie is a proven flavour combination that strongly resonates with consumers, as indulgent attributes become even more valued.

TIR Code: 632104



COOKIES & CREAM

Cookies & Cream is a classic flavour and one of Connoisseur's best sellers across both tubs and sticks.

TIR Code: 631865

Connoisseur® is the **No. 1** Brand in the Ice Cream Market*

Classic, core flavours continue to lead sales in Indulgence.

Source: *IRI Combined Value sales Grocery & Convenience MAT 13/09/20

LAUNCHING JANUARY 2021