



Media Release

TO BE RELEASED SATURDAY 27TH SEPTEMBER 2024

Magnum Debuts a New Flavour: *Champagne and White Chocolate Ice Cream*

London, United Kingdom - April 27, 2024 - Magnum, the celebrated ice cream brand, is thrilled to unveil its latest creation for the upcoming spring-summer season of 2024. Introducing Magnum's Champagne and White Chocolate ice cream, a delightful fusion of sophistication and sweetness.

"In crafting our Champagne and White Chocolate ice cream, we aimed to capture the essence of indulgence and refinement," says Julien Barraux, Vice President of UK Ice Cream at Unilever. "This flavour represents a harmonious marriage of luxurious ingredients, offering consumers a truly decadent experience."

The inspiration for this unique flavour stemmed from a highly anticipated online poll where Magnum fans overwhelmingly voted for Champagne and White Chocolate, with an impressive 78% majority. "We are deeply grateful to our loyal fans whose discerning tastes and preferences have guided us increasing this exquisite flavour," adds Barraux.

The indulgent blend of champagne's effervescence with the creamy richness of white chocolate promises to delight the senses and elevate the ice cream experience to new heights. "With every spoonful, consumers will embark on a journey of flavour and luxury," remarks Barraux.

Champagne and White Chocolate ice cream will be available nationwide in supermarkets and convenience stores starting May 1st 2024, inviting consumers to savour the taste of sophistication.

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For more information about Magnum ice cream, visit (<https://www.magnumicecream.com/uk/>) and stay current on the latest news on social media:

- Facebook (<https://www.facebook.com/Magnumuk/>)
- Twitter (<https://twitter.com/magnumuk>)
- Instagram (<https://www.instagram.com/magnum/>)

For product locator, please visit (www.magnumicecream.com/us/en/where-to-buy.html)

For media inquiries, please contact Aashvi Mulye at Magnum UK for more information and images aashvi.m15@gmail.com 0800 731 1507

NOTES TO EDITORS

About Magnum Ice creams / Unilever Magnum, established in 1989, leads the premium ice cream market globally, selling 1 billion units annually. Introduced in the UK in 1989 and Ireland in 1990, Magnum offers indulgent flavours like Double Raspberry and Pistachio. Committed to sustainability, Magnum partners with the Rainforest Alliance, ensuring responsible sourcing of vanilla extract and cocoa beans. More information on Magnum is available at www.magnumicecream.com

Blog Post

Indulge in the New Magnum Champagne and White Chocolate Ice Cream

As the days grow warmer and the sun shines brighter, Magnum invites you to indulge in a truly decent treat: Champagne and White Chocolate ice cream. Crafted with care and inspired by the refined palates of our devoted fans, this exquisite flavour embodies the epitome of luxury.

“In creating Magnum’s Champagne and White Chocolate ice cream, we wanted to offer our customers a taste experience that transcends the ordinary, elevating their ice cream indulgence to a new level of sophistication,” shares Julien Barraux, Vice President of UK Ice Cream at Unilever.

The unique blend of creamy white chocolate and the delicate essence of champagne promises to tantalise the taste buds and evoke feelings of indulgence and pleasure. “With each spoonful, you’ll embark on a journey of flavour and elegance,” adds Barraux.

At Magnum, we take pride in our commitment to quality and innovation. From the smooth richness of white chocolate to the subtle effervescence of champagne, every detail has been perfected to delight the senses.

So, whether you are a connoisseur of champagne, a lover of white chocolate, or simply enjoy the pleasure of ice cream, Magnum’s Champagne and White Chocolate flavour promises to satisfy your cravings and leave you craving for more. Join us in celebrating the debut of this indulgent treat and share your #MagnumChampagneWhiteChoc moments on social media. Let’s spread the joy and delight together!

Social Media Post



Magnum UK
@MagnumUK

“🍷 Indulge in luxury with Magnum’s newest creation! Introducing our Champagne and White Chocolate ice cream bars- a blend of sophistication and sweetness that will elevate your dessert game! Available now in stores. [#MagnumChampagneWhiteChoc](#) [#IndulgeInLuxury](#) [#IceCreamDreams](#) 🍷 ✨”

