

Scoop a taste of what's to come...

On-trend
ice cream
concepts



On-trend ice cream concepts

Cargill's Food Solutions ice cream application experts continue to create delectable concepts for your inspiration that are grounded on category know-how and inspired by the latest consumer trends.

Tasting is believing. So to show what's possible, our team recently developed three concepts that highlight how our expertise in delivering delicious, sensorially on-trend concepts:

- Frozen chocoLuxe textured decadence
- Reimagined morning ice cream bar
- Indulgence Redefined vegan ice cream

Let's scoop a taste of what's to come...



Seeking greater fulfillment and ice cream experiences

50%

of today's European consumers are looking for elevated ice cream experiences.*



85%

are seeking multi-sensory experiences, with texture becoming a key feature in ice creams from both large and small brands.***

58%

are eager to experiment with new flavors.**



*The Future of Indulgence, Cargill 2024 **Kantar Global Monitor, 2024

***Cargill Indulgence Categories Research, 2024



Frozen chocoLuxe textured decadence

The concept is rich with different layers of delicious ice cream, sauces and inclusions that create an indulgent multi-layered experience.

It enables the consumer to enjoy fluffy milk chocolate mousse with cocoa nibs, a tangy blackcurrant sauce, and a delightful crunch from caramelized hazelnuts. The base is lined with silky chocolate sauce and elegantly finished with chocolate spaghetti.

Increasing occasions for indulgent snacking

Ice cream is now enjoyed year-round, anytime, anywhere – it plays new roles in various indulgence and food moments. While mainly consumed in the afternoon/evening, among those who consume ice cream in the morning:



58%
for mood improvement*

42%
for an energy boost*

* FMCG Gurus – Dairy survey, global and regional, Q4 2023

Reimagined morning ice cream bar



Discover the joy of snacking with a twist! Recognizes all the different components of a tasty morning inspired treat, where each bite offers a harmonious blend of creamy, chewy, and crunchy textures.

This delightful fusion of flavors and textures allows consumers to savor the refreshing taste of mango sorbet paired with the natural, slightly nutty flavor of oat sherbet, perfectly complemented by a tangy, smooth layer of muroise sauce. The base features a crunchy granola mix, all enrobed in a rich cocoa coating. Each bite transforms your morning into a luxurious, multi-sensorial indulgence.

More sustainable indulgence for everyone

76%

of consumers want to buy more sustainable chocolate or cocoa-based products but are unsure how to go about it.*



67%

of EMEA consumers agree that sustainability impacts their cocoa and chocolate product purchase decisions.**

* Innova Market Insights, 2023

** Source: Cargill Usage & Attitudes 2023 – 10 EMEA countries – N = 7,000 consumers

Indulgence Redefined vegan ice cream

A vegan ice cream stick coated with our confectionery alternative to chocolate.* It enables you to achieve the same sensorials as a traditional chocolate coating.

The Indulgence Redefined coating uses a fat system based on coconut oil and manages to achieve the same coating experience in terms of texture, with the same crack, snap and melting profile, as is the case for a chocolate coating. Switching to this concept requires no additional investment in production, or changes in freezer temperature.

*Developed in partnership with Voyage Foods



The ice cream expert perspective



“Cargill has the capabilities and expertise to help our customers from the beginning until the end of the ice cream product development process; from identifying the trends to co-creation. We have the unique capabilities to develop all components of an ice cream; from the white mass, through the coatings, and even the decorations & sauces.”

Matthieu Rouvillain

Ice cream category R&D champion

We have all the solutions for your ice cream success

Explore our offerings which include ingredient specialization, intermediary systems and innovative solutions designed to meet consumer and market needs.

- Ice cream body
- Sauces and fillings
- Decorations & inclusions
- Coating
- Functional systems
- Single ingredients



Powered by

- Consumer and market intelligence
- R&D expertise
- Dedicated ice cream category team



Let's scoop success together

**Join us in finding the right solution
to meet your needs and let's
co-create winning ice cream.**

**Reach out to our
ice cream experts today.**

Learn more at: **cargill.com/
ice-cream-innovation-partner**



Co-creating growth in ice cream



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² The labeling, substantiation and decision making of all claims for your products is your own responsibility. We recommend you consult regulatory and legal advisors familiar with applicable laws, rules and regulations prior to making labeling claims decisions for your products.