

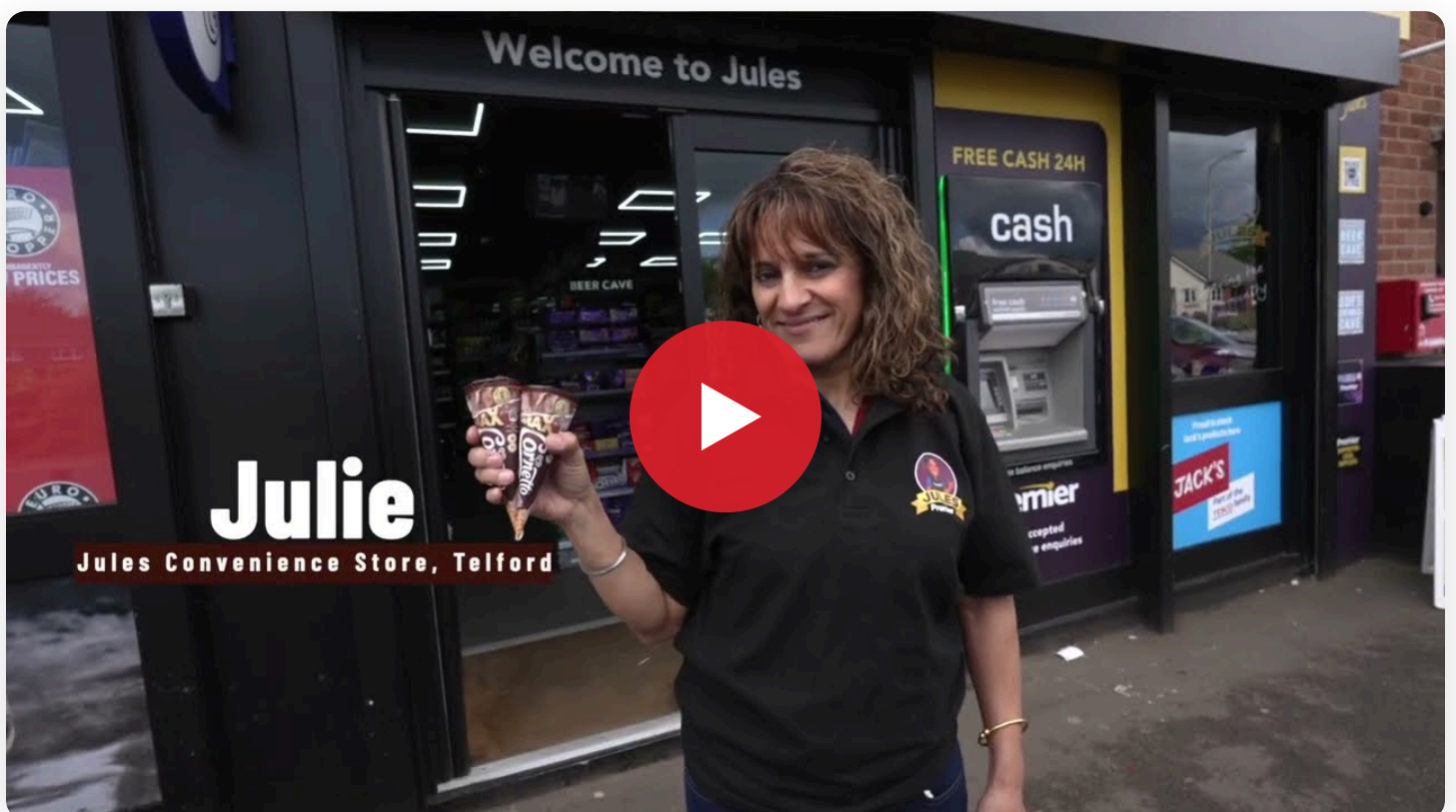
Win big with Cornetto this summer



There's only one Cornetto – and this summer, the iconic brand is helping retailers unlock incremental sales in a growing ice cream category, with a new *shopt competition celebrating Cornetto MAX, its most indulgent Cornetto yet.

Running until 19th July, retailers can upload a photo of their Cornetto display via *shopt for the chance to win Amazon vouchers worth up to £300.

Stores stocking Cornetto MAX Hazelnut & Chocolate alongside either Cornetto Classic or Cornetto Strawberry will receive one entry, while stocking all three SKUs unlocks two entries – rewarding retailers for offering shoppers a broader Cornetto range. An additional entry can be earned by watching the campaign video on *shopt.



Bringing indulgence to the freezer aisle

Ice cream remains one of the most dynamic and fast-evolving categories, with convenience seeing the category grow by 12.8% in value over the past year¹ demonstrating its performance and relevance.

To demonstrate the opportunity of stocking Cornetto MAX alongside existing Cornetto favourites, the brand recently partnered with 10 independent retailers as part of a store trial. Participating stores received Cornetto MAX stock alongside POS such as posters and header boards to drive awareness of the launch.



See the impact

Early results from the trial show strong engagement across both the new launch and the core Cornetto range:

- Cornetto MAX became the best-selling Cornetto SKU during the trial period, showing how a premium addition can help retailers attract shoppers looking to tradeup while complementing existing favourites.²
- The introduction of Cornetto MAX helped drive increased visibility and shopper engagement within the Cornetto range, contributing to a 175% uplift in Strawberry sales during the trial period.³

The results highlight how combining premium NPD with trusted core lines can help retailers offer shoppers more choice across different occasions, from more indulgent treats with Cornetto MAX to the iconic classics within the core Cornetto range.

Atul Sodha, owner of Londis in Harefield, was one of the retailers to take part in the trial. He said: “Cornetto is always a strong performer for us during the summer months, so introducing Cornetto MAX alongside the original range helped bring extra excitement to the freezer. Our customers are loving it!”

[Enter the *shopt competition now](#) for your chance to win £300 worth of Amazon vouchers

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¹ NielsenIQ, 52 w/e 04.04.26
² Sales data from store trial conducted with Londis Harefield, 1–26 May 2026
³ Sales data from store trial conducted with Londis Harefield, comparing performance between 5 April–1 May 2026 and 1–26 May 2026.