



**This scheme will allow you to maximise your sales and profits by being prepared in-store before an improvement in the weather.**

**We have seen a 5% sales uplift from stores that joined verses a 17% sales decrease from stores not in the club.**

Research shows that ice cream sales spike when the temperature increases by 5°C, so we'll use this as a trigger, starting from a base of c18°C

We will not allocate more than once in a 3 week period and will allocate a maximum of 4 times between April and August

Each allocation will include the same lines

You can choose a 5 case or 10 case allocation:

- 5 Case Allocation = £7.50 credit per allocation
- 10 Case Allocation = £20.00 credit per allocation

**Please contact your RDM for more information**

