



smooth
& creamy

Simple Scoops®

As consumer demand for simpler ingredients is on the rise, Blue Bunny® Simple Scoops® will give your business a chefsmanship association and drive premium price points by offering rich, smooth and creamy ice cream.

Simple Scoops® is your secret weapon for signature sundaes, extreme floats and shakes, ice cream sandwiches and more!



¹ Anova 2020 Consumer survey
² Convenience Store News 1/15/2019

Vanilla
flavored



1 Clean Label Flavor

- No Artificial Colors
- added colors from natural sources
- No High Fructose Corn Syrup
- Made with Real Ingredients
- flavored with vanilla extract, rum, molasses and other real ingredients.



Find extreme float ideas at:
blubny.co/floats

60%
of consumers

would like restaurants to be more transparent about what's in their menu items.¹

75%
of consumers

would pay more for items featuring clean claims. These claims imply quality and are often considered to be more premium.²

Clean Label Menu Prices

Clean-Labeled shakes and malts drive more premium price points

\$7.58
Clean Label

\$5.17
Overall

+47%
overall price premium

Technomic: Menu Monitor,
October 4, 2021

Item	Item #	UPC	Unit Size	Case Pack	Case Dimensions	Case Cube	Cases/Pallet	TiHi
Vanilla	1098892	0 70640 01534 4	3 gallon	1-3 gal.	9.79 x 9.79 x 10.28	.570	120	20 x 6

For more information on Wells Enterprises, Inc's products and services call 800-331-0830 Opt 8, or email us at Foodservice-help@bluebunny.com
wellsfoodservice.com

©2021 Wells Enterprises Inc. All rights reserved. 10/21 - 6823