

## Glossary

In this report the expressions and abbreviations listed below have the meanings given here. They may have other meanings in other contexts.

<b>Allocated account</b>	See <b>indirect account</b> .
<b>BEW</b>	Birds Eye Wall's Ltd.
<b>Bonus</b>	A retrospective payment by <b>BEW</b> to a retailer, based (until 29 March 1998) on the annual value, calculated on <b>GSV</b> prices less <b>VAT</b> , of the retailer's purchases from a <b>dedicated distributor</b> ; and subsequent to that date on purchases from any wholesaler.
<b>Caterer</b>	A person selling food (including <b>ice cream</b> ) for consumption on the premises, as distinct from a person retailing <b>ice cream</b> .
<b>Concessionaire</b>	See <b>dedicated distributor</b> .
<b>CTNs</b>	Confectioners, tobacconists and newsagents.
<b>Dedicated distributor</b>	A wholesaler who, under the terms of an agreement with <b>BEW</b> , distributes <b>BEW's wrapped ice cream</b> (and usually no other). Formerly referred to as a concessionaire.
<b>DGFT</b>	Director General of Fair Trading.
<b>Direct account</b>	An account under which a <b>dedicated distributor</b> delivers <b>BEW's wrapped ice cream</b> to a retailer, the account being invoiced by <b>BEW</b> . Formerly referred to as a nominated account.
<b>Franchisee</b>	See <b>mobiler wholesaler</b> .
<b>Freezer exclusivity</b>	An arrangement under which a manufacturer supplies a retailer with a freezer cabinet to be used exclusively for that manufacturer's ice cream.
<b>GSV</b>	Gross sales value. The maximum unit price for a product paid by a retailer, equivalent to 77 per cent of the <b>RRP</b> , net of <b>VAT</b> .
<b>Ice cream</b>	Water ices, ice lollies, frozen yoghurt, ice cream to which fruit, fruit pulp, fruit purée, fruit juice, chocolate, nuts or any other substance is added and any similar frozen product, but excluding <b>soft ice cream mix</b> , <b>soft ice cream</b> and <b>scoop ice cream</b> .
<b>Impulse ice cream</b>	<b>Wrapped ice cream</b> , <b>soft ice cream</b> or <b>scoop ice cream</b> purchased for immediate consumption. See <b>take-home ice cream</b> .
<b>Independent wholesaler</b>	A wholesaler who may distribute <b>wrapped ice cream</b> produced by any <b>ice cream</b> manufacturer. See <b>national wholesaler</b> and <b>regional wholesaler</b> .
<b>Indirect account</b>	An account under which a <b>dedicated distributor</b> delivers <b>BEW's ice cream</b> to a retailer, the account having been either allocated by <b>BEW</b> to the distributor or opened by the distributor on his own initiative. Formerly referred to as an allocated account.
<b>Industry freezer</b>	A freezer cabinet, used by a retailer for any brand of wrapped ice

	cream.
<b>Liton</b>	1,000 litres of <b>ice cream</b> .
<b>Mobiler</b>	A retailer who supplies <b>wrapped ice cream</b> from a mobile van.
<b>Mobiler retailer</b>	See <b>mobiler</b> .
<b>Mobiler wholesaler</b>	A distributor who supplies <b>BEW's ice cream</b> intended for sale only by a <b>mobiler retailer</b> . <b>BEW's</b> term for such a distributor is 'mobile operator', but since ' <b>mobiler retailer</b> ' is in our terms of reference we thought ' <b>mobiler wholesaler</b> ' was the appropriate counterpart.
<b>MSP</b>	Manufacturer's selling price (equivalent to <b>GSV</b> ).
<b>Multipack</b>	A pack of <b>wrapped ice cream</b> units suitable for immediate consumption, but not usually bought for that purpose.
<b>National wholesaler</b>	An <b>independent wholesaler</b> that distributes throughout the UK.
<b>Nominated account</b>	See <b>direct account</b> .
<b>Non-dedicated distributor</b>	See <b>independent wholesaler</b> .
<b>OFT</b>	Office of Fair Trading.
<b>Outlet exclusivity</b>	The supply of <b>ice cream</b> to a retail outlet on condition that other suppliers' <b>ice cream</b> is not stocked.
<b>Principal sales area</b>	The area in which a <b>dedicated distributor</b> is responsible for the delivery of <b>BEW's</b> direct accounts.
<b>Report, the 1979</b>	The MMC's report in August 1997 on <i>Ice Cream and Water Ices</i> .
<b>Report, the 1994</b>	The MMC's report in March 1994 on <i>Ice cream</i> .
<b>RI</b>	Research International (UK) Ltd.
<b>RPI</b>	Retail price index.
<b>RRP</b>	Recommended retail price set by the manufacturer.
<b>RSP</b>	Retail selling price.
<b>Scoop ice cream</b>	<b>Ice cream</b> manufactured in a form suitable for scooping, and hence unwrapped.
<b>Seasonal account</b>	An account for the supply of <b>ice cream</b> to a customer that trades for only part of the year.
<b>Seasonal account bonus</b>	A retrospective payment by <b>BEW</b> to a retailer in respect of his <b>seasonal account</b> .
<b>Soft ice cream</b>	<b>Soft ice cream mix</b> processed for consumption, usually sold (if for immediate consumption) in a cornet or wafers but also in small tubs.
<b>Soft ice cream mix</b>	A liquid, comprising a sterile mixture of ingredients (see Appendix 5.1, paragraphs 1 and 3). When not used in factory production quantities it is usually packed in sterilized one-litre cartons, and stored and distributed in that form at ambient temperatures for use in low-volume

<b>Take-home ice cream</b>	manufacture of <b>soft ice cream</b> . <b>Ice cream</b> not bought for immediate consumption. See <b>impulse ice cream</b> .
<b>Traditional trade</b>	Retail (other than grocery or catering) outlets which sell <b>impulse ice cream</b> .
<b>VAT</b>	Value added tax.
<b>Wrapped ice cream</b>	<b>Ice cream</b> (other than <b>scoop ice cream</b> , <b>soft ice cream</b> or <b>soft ice cream mix</b> ) intended for immediate consumption.