

APPENDIX 5.1
(referred to in paragraph 5.30)

Summary of BEW's home trade ice cream activities, 1994 to 1998

BEW: analysis of home trade ice cream volumes and sales, 1994 to 1998

	Volumes, '000 litons					Five-year average '000 litons	Proportion %
	1994	1995	1996	1997	1998		
Wrapped impulse	30	34	29	32	26	30	26
Scoop	2	2	2	2	1	2	1
Catering	0	0	0	5	3	2	1
Other home trade*	<u>77</u>	<u>86</u>	<u>87</u>	<u>83</u>	<u>75</u>	<u>82</u>	<u>71</u>
Total home trade ice cream	<u>109</u>	<u>122</u>	<u>117</u>	<u>122</u>	<u>105</u>	<u>115</u>	<u>100</u>
	<i>£ million</i>					<i>£m</i>	<i>%</i>
<i>Sales at list price (GSV)</i>							
Wrapped impulse	126	151	135	157	131	140	43
Scoop	3	3	3	4	2	3	1
Catering	0	0	0	12	10	5	1
Other home trade	<u>175</u>	<u>179</u>	<u>181</u>	<u>182</u>	<u>162</u>	<u>176</u>	<u>54</u>
Total home trade ice cream	<u>304</u>	<u>333</u>	<u>319</u>	<u>355</u>	<u>305</u>	<u>323</u>	<u>100</u>
	<i>£ million</i>						
<i>Net revenue after customer and distribution terms</i>							
Wrapped impulse	80	96	82	96	86	88	
Scoop	[<i>Figures omitted. See note on page iv.</i>					
Catering							
Other home trade							
Total home trade ice cream							
	<i>£ million</i>						
<i>Operating profit/(loss)</i>							
Wrapped impulse	13	21	10	15	14	14.6	
Scoop	[<i>Figures omitted. See note on page iv.</i>					
Catering							
Other home trade							
Total home trade ice cream							

Source: BEW.

*Other home trade ice cream consists of take-home grocery sales (including multipacks).