

Glossary

Barking operation	BEW's distribution arrangements for the area within the M25; these consist of a telesales operation at BEW's Gloucester factory and deliveries contracted out to Exel which operates from a base at Barking. In 1998 this operation was also extended to Norfolk and Cambridgeshire where it was known as 'Wall's N&C' (now part of Wall's Direct). For a short period in 1998/99, Wall's N&C extended to Northampton.
BEW	Birds Eye Wall's Limited.
Bonus	Payments offered to wholesalers or retailers by ice cream manufacturers based on the value of ice cream bought from the manufacturer or an intermediate distributor . See paragraphs 4.68 to 4.82.
Brand	The name under which one or more ranges of ice cream products are marketed by a manufacturer , retailer or wholesaler: for example, Wall's, Mars , Nestlé and retailers' own brands such as Tesco.
Central distribution	Distribution by large vehicle from a manufacturer's main storage centre to a subsidiary storage centre, the storage centres of large retail customers or cross-dock .
CFI	The Court of First Instance of the European Communities.
Concessionaire	See dedicated distributors .
Cross-dock	An area where goods are transferred from a larger to a smaller vehicle without storage.
CTNs	Confectioners, tobacconists and newsagents.
Dedicated distributor	A wholesaler who, under the terms of an agreement with BEW , distributed, usually exclusively (until end-February 1999), BEW's ice cream . Formerly (before 29 March 1998) referred to as a concessionaire .
Direct account	Until the 1999 season, a direct account was defined as a retailer under which a dedicated distributor delivered BEW's wrapped ice cream to a retailer, the retailer being invoiced by BEW . From the 1999 season, a direct account has been defined by BEW as a retailer which has been offered an off-invoice discount by BEW on its purchases of BEW's wrapped ice cream , whether from a wholesaler and/or from Wall's Direct .
Discount	A reduction in the amount paid by a retailer or wholesaler to an ice cream manufacturer for ice cream , usually deducted from the invoice at list price and known in BEW's and Nestlé's case as an off-invoice discount. See paragraphs 4.68 to 4.82.
Distributor	(i) Any wholesaler (including a cash-and-carry business) which buys and sells the reference goods on its own behalf (an 'independent wholesaler'), (ii) any manufacturer who sells or delivers to retailers, whether by itself, a subsidiary or by a contractor (ie including BEW and Nestlé) or (iii) any person who sells or delivers to retailers on behalf of a manufacturer , ie including Wall's Direct contractors and the contractor to Nestlé .
ECJ	The Court of Justice of the European Communities.
Ex-dedicated distributor	A firm which was a dedicated distributor up to and including 27 February 1999: most are now independent wholesalers .

Freezer exclusivity	An arrangement made by a manufacturer with a retailer or a retail outlet controller relating to the use of freezers which prevent or restrict the freezer from being used to stock for sale other manufacturers' impulse ice cream products.
GSV	Gross sales value, the value of ice cream at list price before VAT.
Ice cream	Defined in the amended terms of reference to include: (i) water ices, ice lollies, frozen yogurt and ice cream to which fruit, fruit pulp, fruit purée, fruit juice, chocolate, nuts or any other substance is added; (ii) (except in relation to retail supply) soft ice cream mix and syrup for the production of slush and similar products by retailers; and (iii) any similar frozen product.
Ice Cream World	A buying group formed by ex-dedicated distributors .
Impulse ice cream	Defined in the amended terms of reference as ice cream purchased for immediate consumption except as part of a meal.
Independent wholesaler	A wholesaler (including a cash-and-carry business) which buys and sells reference goods to retailers on its own behalf.
Indirect account	Until the 1999 season, an indirect account was defined by BEW as an account under which a dedicated distributor sold BEW's ice cream to a retailer, the account having been either allocated by BEW to its dedicated distributors or opened by any distributor on its own initiative. From the 1999 season, an indirect account was defined by BEW as a retailer which qualifies for a seasonal or a year-end bonus on its purchases of BEW wrapped ice creams whether from a wholesaler and/or from Wall's Direct .
Industry freezer	A freezer owned or rented by a retailer for holding any brand of wrapped ice cream . Sometimes, specific arrangements for the use of the space are agreed between the retailer and manufacturer and/or distributor (see paragraph 4.66).
List price	A price, published by the manufacturer , which is normally the maximum price at which ice cream may be purchased by retailers. The list prices of BEW's , Mars's and Nestlé's wrapped impulse and scooped products are at about 23 per cent below RRP (net of VAT).
Liton	1,000 litres.
Manufacturer	Includes importer.
Mars	Mars UK Limited.
Mobiler	A retailer who sells ice cream (primarily impulse) from a mobile van or trailer.
Mobiler retailer	See mobiler .
Mobiler wholesaler	A distributor which supplies ice cream primarily to mobiler retailers .
Mobiling franchisee	A mobiler retailer who (save with the prior consent of the franchiser) sells exclusively one brand of ice cream under the livery of the manufacturer of that brand and pursuant to a franchise agreement.
Monkspath	A third party depot in the West Midlands used by BEW until mid-1999 for delivery to non-centrally delivered grocery accounts, retail accounts in Northern Ireland, wholesalers and mobilers .

MSP	Manufacturer's selling price, net of discounts and bonuses to both distributors and retailers. Where the manufacturer is also the distributor , MSP is RBP less the cost of radial distribution.
Multipacks	A pack of two or more wrapped ice creams .
National wholesaler	An independent wholesaler who has the ability to distribute to a substantial part of Great Britain.
Nestlé	Nestlé UK Ltd.
NSV	Net sales value (equivalent to GSV less discounts and bonuses to independent wholesalers and retailers).
Off-invoice discounts	See discounts .
ORCI	Opinion Research Corporation International.
Outlet exclusivity	The supply of a specific category of impulse ice cream (eg wrapped, scooped or soft) to a retail outlet on condition that other manufacturers' ice cream in that category is not stocked in that outlet.
Pallet	The largest configuration of a number of units of a product for distribution.
POS	Point of sale (also known as point of purchase—POP).
Radial distribution	Distribution from a subsidiary storage centre or cross-dock to retail premises.
Reference goods	See impulse ice cream .
Retail outlet controller	Includes both retailers and any person, including a local authority, who controls or manages premises or sites at which impulse ice cream is sold, including, for example, theatres, theme parks, shopping centres and motorway services.
RI	Research International.
RBP	Retailers' buying price, the actual price at which a retailer buys impulse ice cream; in effect, list price less discounts , rebates and bonuses received from manufacturers and distributors , but before marketing and advertising allowances or other price incentives.
RPI	Retail price index.
RRP	Recommended retail price suggested by the manufacturer .
RSP	Retailers' actual selling price including VAT.
Scoop ice cream	Ice cream packed in a form suitable for scooping, and hence unwrapped.
Slush	Frozen or semi-frozen drink.
Soft ice cream	Ice cream processed on site and sold for immediate consumption.
Soft ice cream mix	A liquid or powder used to make soft ice cream .
Standard distribution deduction	The £1.10 payable by BEW to wholesalers per unit in 1999 with the exception of certain postcode areas of northern Scotland.
Traditional trade	Ice cream retail outlets excluding grocery and foodserve outlets.

Treats	The trading name of Richmond Frozen Confectionery Limited.
Unilever	Includes any of its subsidiaries operating in the UK, such as BEW and VdBF-I .
Unit	A number of packs. It is the smallest package of one product for distribution to a retail outlet.
VdBF-I	Van den Bergh Foods Limited—Ireland.
Wall's Direct	BEW's integrated contracted-out sales and distribution system for Wall's ice cream , launched on 1 March 1999. See Appendix 3.3. Includes contractors providing the Wall's Direct service.
Weighted penetration	Percentage of retail outlets (by turnover) at which a particular brand or product is stocked during a particular time period (four weeks). Retail outlets are included if they sell any brand or product within the market.
Wrapped ice cream	Ice cream which is wrapped or packaged in individual portions and intended to be eaten hand held. Includes sticks, bars and individual portion tubs (up to about 150 ml). Excludes larger tubs and packs.
Wrapped impulse	Wrapped ice cream which is packed and sold singly and not in multipacks .
Wrapped singles	See wrapped impulse .