

# CHAPMAN'S®



## POINT OF SALE INFORMATION SHEET

CANADA'S #1 SCOOPING  
BRAND

**ICONIC BRAND.** With almost 50 years in business, Chapman's Ice Cream is the largest independent ice cream manufacturer in the country and the #1 scooping brand. Well-known and beloved by many Canadians coast to coast, Chapman's products will keep your customers coming back for more.

**VARIETY.** From familiar to innovative to quirky flavours, our selection of 11.4L scooping tubs spans iconic Chapman's Original ice cream, rich and creamy Premium ice cream, mouth-watering Frozen Yogurt, refreshing Sorbet flavours, as well as No Sugar Added and Lactose Free products. We have something for everyone.

**VALUE.** We are always focusing on delivering the best value to our customers. It is achieved through ongoing innovation, research and development, technological advances and economies of scale. As one of the largest consumers of butterfat in Canada, we pass on our savings to you.

**STANDARDS.** Chapman's has been BRC-certified since 2011 and has consistently achieved the highest grade possible in each recertification audit. We also undergo other customer, regulatory and third-party audits, where we also receive consistently excellent results.

**SUPPORT.** As a trusted partner, Chapman's offers a wide variety of Point of Sale materials to all new and existing scooping customers. From flavour labels to menu boards to large coroplast cone signs, we have over a dozen of POS items to choose from.



"MADE BY CANADIANS, FOR ALL OF US CANADIANS!"



# 49 | AMAZING FLAVOURS



## Premium Ice Cream ▼



## Original Ice Cream ▼



## No Sugar Added and Lactose Free ▼



## Sorbet ▼



## Frozen Yogurt ▼



Front: Flavour Name

**French Vanilla**

Rich and creamy french vanilla

Back: Flavour Description

**FLAVOUR STRIPS**  
2" H x 5" W,  
10 pt coated paper  
with plastic clips





**LARGE  
CONE SIGNS**  
92" H x 41" W  
4 mm coroplast



**SMALL  
CONE  
SIGNS**  
42" H x 26" W  
4 mm  
coroplast

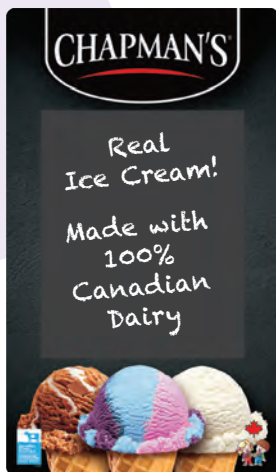


**POSTER, 24" H x 18" W, 4 pt card**



**VINYL BANNER, 24" H x 48" W, 13 oz vinyl**  
Hemmed with 4 hanging grommets

## POINT OF SALE MATERIALS



**MENU  
BOARDS**  
With chalk  
board finish  
31" H x 18" W  
.080" styrene,  
with velcro  
tabs on back



**ADULT VISORS**  
Brushed  
heavy cotton

**ADULT  
APRONS**  
24" W x 27" H  
with 30"  
white ties



**A-FRAME  
SIGNS**  
37.5" H x 23.75" W  
4 mm coroplast

**METAL  
A-FRAMES\***  
\*Ordered separately  
from A-Frame Signs

**PATIO UMBRELLAS**  
72" arc, 6.5' tall



POS is available through your  
Chapman's Ice Cream supplier

## USEFUL TIPS

Communicate to your customers through social media: announce your new flavours, opening dates and special offers. Don't be shy to share Chapman's social media posts featuring our scooping products.

Ask your customers to share their happy ice cream experiences on their social media. Word of mouth is the most cost-effective marketing. [#ChapmansIceCream](#)

Our bestselling flavours are: Vanilla, Dutch Chocolate, Bubblegum, Cotton Candy and Cookie Dough. Always place most popular flavours closer to the cashier to improve efficiency.

Products with ripples or fruits tend to be easier to scoop. Best practice would be to keep these in the coldest parts of your freezers (corners).

Products that are chocolate and/or contain harder inclusions tend to be a little more difficult to scoop. Having these flavours in the middle of your cabinets will help with the ease of scooping.

Your ice cream equipment is key to the quality of your product and its performance is directly tied to your bottom-line. Winterize your ice cream equipment to prevent potentially costly problems.

## BULK ICE CREAM YIELDS

Disher Size	ML (Approx.)	Fluid Oz. (Approx.)	Servings per Tub
#4	236.6 mL	8 oz.	48
#5	177.4 mL	6 oz.	64
#6	140.5 mL	4.75 oz.	81
#8	110.9 mL	3.75 oz.	102
#10	96.1 mL	3.25 oz.	118
#12	85 mL	2.875 oz.	134
#14	70.2 mL	2.375 oz.	162
#16	59 mL	2 oz.	193
#20	55.5 mL	1.875 oz.	205
#24	44.4 mL	1.5 oz.	256
#30	33.3 mL	1.125 oz.	342
#36	25.9 mL	0.875 oz.	440
#40	22.2 mL	0.75 oz.	513
#50	18.5 mL	0.625 oz.	616



## CHAPMAN'S ICE CREAM

TEL: (519) 986-3131 TOLL FREE: 1-800-265-9110 [visit www.chapmans.ca](http://www.chapmans.ca)

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