

CHAPMAN'S®



POINT OF SALE INFORMATION SHEET

CANADA'S **#1** SCOOPING
BRAND

ICONIC BRAND. With 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 Markdale Creamery 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 ▼



Markdale Creamery Ice Cream ▼



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

No Sugar Added and Lactose Free ▼



Sorbet ▼



Frozen Yogurt ▼





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

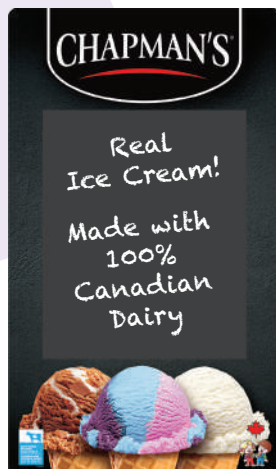


**SMALL
CONE
SIGNS**
42" H x 26" W
4 mm
coroplast



**TRIPLE SCOOP POSTER
CANADIAN CONE POSTER**
24" H x 18" W, 4 pt card

POINT OF SALE MATERIALS



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



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



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)

P.O. Box 379, 100 CHAPMAN'S CRES., MARKDALE, ON CANADA N0C 1H0

