

CHAPMAN'S®



POINT OF SALE INFORMATION SHEET

CANADA'S **#1** SCOOPING
BRAND

ICONIC BRAND. With over 52 years in business, Chapman's is the largest ice cream manufacturer in the country and the #1 scooping brand. Voted as Canada's Most Valued Brand in 2025, Chapman's is well-known and beloved by many, from coast to coast.

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!"

51 | AMAZING FLAVOURS



Front: Flavour Name

French Vanilla

Rich and creamy french vanilla

Back: Flavour Description

Flavour Strips Set

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

Premium Ice Cream ▼



Markdale Creamery Ice Cream ▼



No Sugar Added and Lactose Free ▼



Sorbet ▼



Frozen Yogurt ▼



POINT OF SALE MATERIALS



Large Cone Sign
92" H x 41" W
4 mm coroplast



Small Cone Sign
42" H x 26" W
4 mm coroplast



Push / Pull Door Cling
6.8" H x 5.7" W
8pt vinyl, double sided
with adhesive

Adhere
and display
your flavour
strips ▶



Flavour Menu Poster

24" H x 18" W, 4 pt card



Triple Scoop Poster



Vinyl Banner, 24" H x 48" W, 13 oz vinyl
Hemmed with 4 hanging grommets



Menu Board
With chalk
board finish
31" H x 18" W
.080" styrene,
with velcro
tabs on back



Window Cling
24" H x 14.35" W
8pt vinyl, double
sided with adhesive



Apron
30" W x 32" H
with ties



Ponytail Cap
Cotton with
Velcro closure



Black Cap
Breathable Poly Twill
with Velcro closure



**Metal A-Frame
with Two Inserts**
45.68" H x 23.5" W
4 mm coroplast

POS is available through
your Chapman's Ice
Cream supplier



Patio Umbrella
72" arc, 6.5' tall

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 |



CHAPMAN'S ICE CREAM

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visit www.chapmans.ca

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scooping
updates

