



Cheeky Monkey makes a big impact at Ice Cream Expo 2016

The annual Ice Cream Expo held in Harrogate by the Ice Cream Alliance (ICA) was particularly exciting this year for cone manufacturers Antonelli.

Launching their new children's cone 'Cheeky Monkey', Antonelli found that the new product was received with great enthusiasm by wholesalers, retailers and indeed the ICA.

Two awards for Cheeky Monkey...

The new wafer cone featuring a monkey face received not one, but two awards for **Best new Product (food)** and **Best New Product (Packaging)**. The new cone has been a closely guarded secret for the last few months through development so Antonelli could launch it at Harrogate.

Mark Antonelli was pleased with the response the new cone has generated *"it appeals to young children, because it has the face and features of a Cheeky Monkey, but it also provides the perfect portion size. Over the last 20 years portion sizes have increased unnecessarily for younger consumers. The new Cheeky Monkey with its small capacity and narrow head enables a modest portion to be served, which fills the cone, but avoids over facing whilst providing value for money for consumer and vendor alike."*

Smiles all round with the Cheeky Monkey

There is more to this wafer cone than meets the eye. It is not *just* about the animal image. However featuring the childish design on both sides, it is definitely not for grown ups! Which means that adults will opt for a larger cone. The design style does not only make it aesthetically pleasing, but also helps to support the ice cream. Not only that, with a low centre of gravity, the Cheeky Monkey cone is easier for a small hand to hold, resulting in a reduced risk of toppling. No toppling means less tears and smiles all round!



Now for the best news for your pockets

If the Cheeky Monkey cone is used instead of other bigger cones designed for this end of the market, businesses could save themselves 30% in ice cream cost which equates to £30 profit per case of Cheeky Monkey cones. Plus because the portion is smaller you can still charge your consumers less, but make more profit per cone, so everyone is a winner!

To find out more about the Cheeky Monkey cone and get in early on the promotional cases featuring the collectable cheeky monkey stickers for your young consumers to stick on their t-shirts, contact your Antonelli Sales Manager or call 0843 515 1912.

Baking cones and wafer products in the UK for over 100 years means Antonelli know their business, their market and take pride in looking after their customers and providing them with products which will help customer's business too.

Look out for updates on our website www.antonell.co.uk.

