



Wall's mines the cultural phenomenon of Minecraft with new ice cream innovation

- *Walls launches new Minecraft ice-cream for summer 2025*

London, UK – Tuesday, 1st July 2025 – Wall's has crafted a major new partnership with Minecraft, the world's best-selling video game, with the launch of a co-branded ice cream product set to excite fans and deliver real impact in-store, available exclusively at Morrisons.

The new Wall's x Minecraft ice cream stick reflects a shared spirit of creativity and play between the two brands. It signals a new era of fast, culturally relevant innovation from Unilever Ice Cream, soon to be known as The Magnum Ice Cream Company following the separation of the division later this year.

The launch is a powerful demonstration of the business' focus on agility and growth through licensing partnerships and emotional brand connection. The idea was developed in response to Minecraft's surging cultural relevance and took just four months from concept to shelf.

Leyal Eskin Yilmaz, Chief Marketing Officer for Europe, UK, Ireland, Australia and New Zealand and Head of Global Brands Wall's, Cornetto and Twister at The Magnum Ice Cream Company: *"This collaboration is a brilliant example of how the new The Magnum Ice Cream Company can respond quickly to culture, drive relevance and build brand excitement. Minecraft's global popularity made this a natural fit, and we're proud to have brought the idea to market at speed and scale."*

Minecraft has become a global cultural force, with over 300 million copies sold and a player base whose average age is 24. Following the record-breaking Minecraft movie launch, which earned over \$300 million globally in its opening week, and its weekly active users increased by more than 75% year-over-year the subsequent four weeks, making this moment perfect for a retail-facing activation.

The 75ml ice cream stick is inspired by Minecraft's iconic mining mechanic. It delivers a layered visual and sensory experience: a green vanilla top layer representing grass blocks, a cocoa middle layer as mud, and a vanilla base with bright blue crunchy inclusions that mimic the game's hidden gems. At just 73 calories per stick, the product has been crafted to appeal to anyone who loves a sweet treat.



From 1st July, the product will be available exclusively in Morrisons, supported by in-store POS, front-of-store activation, and feature space visibility. The ice cream will also be rolling out across The Netherlands, Italy, Poland and Spain later this year.

Mike Kenny, Ice Cream Buying Manager from Morrisons said: *"We are excited to be the exclusive UK retailer for this great piece of innovation from Wall's and Minecraft. It is a great example of how strong licensing and cultural relevance can drive excitement in the category. We expect this product to resonate well with families and younger customers, and it is supported by an engaging activation plan that will bring excitement to our freezers this summer."*

Licensing remains a key growth lever for the new company, enabling it to bring fresh energy and relevance to the category while tapping into fandoms with built-in engagement. By working with beloved, culturally active IP like Minecraft – where videos related to the game have been viewed more than 1.5 trillion times on YouTube – Wall's is creating the must-try ice cream of the year.

The activation is supported by a TikTok-first influencer campaign, designed to drive natural engagement and desirability across social channels, speaking to Minecraft fans in their own language and sparking conversation around the product, the game and the film, with plans to further expand the campaign in the future.

This is a bold new step for Wall's, and a clear path for The Magnum Ice Cream Company's ambition to lead culture with speed, relevance and impact.

The ice cream will come in 4-pack multipacks available at Morrisons with a RRP of £3.00.



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NOTES TO EDITORS:

About Unilever and Wall's

Unilever is one of the world's largest suppliers of beauty & wellbeing, personal care, home care, food, and ice cream products. With sales in more than 190 countries, Unilever's products are used daily by 3.4 billion people. We have 128,000 employees and achieved a turnover of €60.8 billion in 2024.

Wall's is Unilever's largest and most loved ice cream brand, known by different names around the world including Algida, Ola, Langnese, Frigo, Kibon and Holanda and more in different countries. Its iconic line-up features some of the nation's favourites, from Magnum and Cornetto to Twister, Solero, Calippo and more. Available in over 40 countries, Wall's has been spreading happiness and joy for more than 100 years.

Unilever Ice Cream will be known as The Magnum Ice Cream Company and will operate as a standalone business following a separation of the division later this year.

For more information, visit www.unilever.com.

For all media enquiries, please contact walls@ketchum.com