



Press Office

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INTRODUCING THE MAGNUM ICE CREAM COMPANY

Unilever unwraps new name, logo and Amsterdam headquarters for Ice Cream business

Amsterdam, 19 March 2025 – Unilever today announced that its Ice Cream business will be known as 'The Magnum Ice Cream Company'. The new company name, logo and identity builds on the legacy of Unilever's iconic ice cream portfolio, which is recognised globally.



As the world's largest Ice Cream company, The Magnum Ice Cream Company leads the industry with an € 8.3 billion business, 19,000 expert Ice Cream employees and iconic brands, loved in 76 countries. When Thomas Wall declared "We take pleasure seriously", in 1922, he set a standard that has defined the Ice Cream business for generations. Now, The Magnum Ice Cream Company continues to build on that promise, crafting extraordinary experiences that turn ordinary moments into lasting memories.

The name was "unwrapped" in a special ceremony hosted by Jean-François van Boxmeer, Chairman-designate of the Ice Cream business, and Peter ter Kulve, President of the Ice Cream business, at the new company's new global headquarters in the city centre of Amsterdam.

"Our new company name clearly shows that turning ordinary moments into lasting memories is at the heart of what we do. The Magnum Ice Cream Company has an iconic and globally-recognised portfolio of brands including Magnum, Wall's, Ben & Jerry's, and Cornetto. Magnum is an extremely successful and beloved brand. It will bring our full portfolio together, with our Wall's heart icon beating right in the centre of our logo." said ter Kulve at the ceremony.

The separation of Ice Cream is on track to complete by the end of 2025. Unilever will provide further updates on the separation process in due course.



Photo description: The name was “unwrapped” in a special ceremony hosted by Jean-François van Boxmeer, Chairman-designate of the Ice Cream business (right) and Peter ter Kulve, President of the Ice Cream business (left). The event, which included a ‘Magnum dipping’ ceremony and tour of the brand experience centre, was hosted at the company’s new headquarters in Amsterdam.

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About Unilever:

Unilever is one of the world’s leading suppliers of Beauty & Wellbeing, Personal Care, Home Care, Foods and Ice Cream products, with sales in over 190 countries and products used by 3.4 billion people every day. We have 128,000 employees and generated sales of €60.8 billion in 2024.

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