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Unilever acquires Aussie ice cream icon

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Sydney & Toowoomba Unilever announced that it has entered into a definitive agreement to acquire Weis, an Australian ice cream business.

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Weis is a second-generation Australian ice cream and frozen dessert manufacturer, founded in 1957 by Les Weis with the original iconic Fruito Bar.

Its unique range features a variety of ice cream formats including single bar, multi-pack bars, dairy-free sorbet tubs and frozen yogurt tubs. Weis ice creams will continue to be made in its factory in Toowoomba, Queensland, using locally sourced, natural and high-quality ingredients.

Unilever continues to develop its ice cream range to offer consumers around the world more innovative flavours and formats. Weis' values and products will help meet increased consumer demand for ice cream made with premium ingredients, joining Unilever brands Grom, Ben & Jerry's and Talenti in this high-growth segment.

The acquisition is subject to customary closing conditions. Terms of the deal were not disclosed.

Clive Stiff, Unilever Australia & New Zealand CEO said: "We are delighted to bring Weis' exciting and delicious range into our portfolio, adding another Australian favourite to our leading ice cream range. This acquisition will bring Weis the benefits of scale, strong market access and ice cream category expertise to help take the business to the next level in its growth.