

Walla launches limited-edition Minecraft ice cream

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Walla has partnered with Minecraft to launch an ice cream inspired by the game. It aims to tap into a growing fan base thanks to A Minecraft Movie and provide fun and flavour to 80 per cent of gamers who eat while they play.

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Around 79 per cent of the world's online population now plays online games in some form. Of this group, which includes more than 3 million people worldwide, 80 per cent regularly consume food and drinks while gaming.

This launch is a strategic move to bring cultural relevance and even more joy and flavour to the freezer aisle. An approach that is being seen across brands in The Magnum Ice Cream Company, the name of the Unilever Ice Cream division, due to separate from the business by the end of this year.

Being 'on trend' is a major driver for Gen Z consumers, and the new product was developed in response to Minecraft's surging cultural relevance.

Already the bestselling game in history, Minecraft received a further boost in popularity in March this year with the release of A Minecraft Movie. The film took \$300 million in its first week at the box office. Since the movie's release, Minecraft's player base has grown by 30 per cent, adding to its already 170 million users.

To tap into the buzz around the game, Walla moved quickly to bring the Minecraft ice cream from concept to shelf in just four months – a testament to the brand's agility and innovation.

“By working with a culturally active IP like Minecraft, our goal was for Walla to create the must-try ice cream of the year,” says Leyal Eskin Yilmaz, Chief Marketing Officer for The Magnum Ice Cream Company across the UK & Ireland, Europe and Australia & New Zealand and Head of Global Brands Walla's, Cornetto and Twister.