

Offering an equally-amazing treat for both, kids and the adults, Igloo Ice Cream has acquired the number one position by offering many appealing flavours. The unique ice cream flavours not only satiate the taste buds but also provide relief from the hot summers. Nonetheless, ice creams are not meant only for summers; as a famous saying goes that 'diamond cuts diamond', which can be interpreted as the chilled sweet retreat will help to cope with the chilly waves of the winters. Keeping in mind the various ways in which the dessert attracts people, the ice cream maker has introduced innumerable flavours to relish.

THE SEASONING OF THE SEASON

Over 3 decades of experience has offered Igloo Ice Cream an understanding of the taste of the people in Bangladesh, which also kept it constantly experimenting with the flavours. The makers do not believe in limiting the urge of the people with different taste preferences and hence, it presents different colourful treats for them. The extra flavours added to the cones or cups by accompanying it with enticing toppings is all an individual could wish for in order to get the best dessert for an evening. The brand's efforts to analyse and research on the tastes that are more likely to attract customers make it a distinct ice cream maker in Bangladesh.

With strawberry's pink shade to dark brown chocolate flavours, ice creams are made available in different modes. The customers are open to choose from the widely available options, including cups, cones, bars, sticks, and tubs. The brand lays a special focus on household consumption by providing

attractive offers on ice cream tubs. With numerous ice cream variants and novelties, the ice cream producer, of course, does not forget to offer a special retreat for customers, which ultimately makes it the one-of-a-kind dessert maker. The Evens Vanilla and the PushUP are the specialities of the brand, which customers look forward to, irrespective of the age. The Malai Kulfi tubs and Mango flavour are yet another

forte of Igloo Ice Cream.

KIDS' FAVOURITE

While the adults may compromise with the choice of flavours, kids are very particular about what they want. Igloo Ice Cream completely understands how to please the kids and hence, never fails to live up to the preferences of the young ones.

From the commonly preferred ones to the 'flavour

of the season', they have it all available throughout the year. To make the association stronger with kids and the youth, the ice cream maker has a unique campaign designed for customers so that its collaboration with them gets stronger. With its "Save the Penguin" mission, the brand encourages involvement of customers which creates a cognitive bonding between the two, leading to fruitful results. In an exciting Santa get-up, a penguin invites you to the world of different flavours and alluring tastes.

As an acclaimed brand in Bangladesh, Igloo Ice Cream has been satisfying the taste requirements of the people and intends to export to other markets too.

IGLOO ICE CREAM

GENERATING COUNTLESS SMILES THROUGH SUMPTUOUS FLAVOURS

A strategic business unit (SBU) of Abdul Monem Limited, Igloo Ice Cream has established itself as one of the most trusted dessert providers in Bangladesh. The popular brand is a market leader in Ice-cream production in the country and ensures that people of all ages beat the scorching summer-heat with its delectable and chilled desserts

