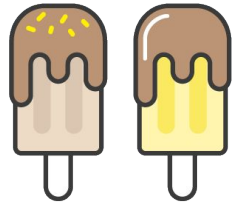




Ice Cream and Frozen Foods: The Coolest Way to Boost Traffic



Ice, Ice Baby

77%

overall traffic increase to ice cream and frozen food deals from 2020 to 2021

Ice cream, frozen pizza, and frozen macaroni and cheese all increased in both traffic and share of traffic year over year, helping drive an overall category lift of 90%.

Frozen mac and cheese views
+416% 🍝

Frozen pizza views
+243% 🍕

Ice cream views
+214% 🍦