

Smart Objectives

BEN & JERRY'S ALL ABOUT US OUR FLAVOURS FUN & GAMES SCOOP SHOPS GOODNESS BARN SUNDAE FESTIVAL

Our Values

Our aim is to make the best possible ice cream, in the nicest possible way.

It's not only mixing in the best ingredients that's important to us, our suppliers are too.

We believe that using business as a tool for social and environmental change is just as important as sourcing the finest ingredients to make our ice cream. So, wherever possible, we source our ingredients from producers and suppliers who share our values. This can mean anything from free-range eggs to sustainably produced dairy, to Fairtrade certified ingredients.

Our ice cream factory in Waterbury, Vermont

Our Story
Our Values
Caring Dairy
Fairtrade
Our Free Range Eggs
Our Brownies
Recycling
Our Packaging
Climate Neutral
Thermoacoustic Freezers
Cool Your Jets
SEAR Reports
Veggie-Friendly
Sponsor A Cow
Cow To Cone
Ad Gallery
FAQs
Around The Whirled
Contact Us

Aim: Our aim is to make the best possible ice cream, in the nicest possible way.

Objectives:

- Create a brand new flavour of ice cream by May 2016.
- Maximise turnover of smaller tubs of ice cream by 3% by April 2016.
- Increase the amount of shops (by 10%) that sell Ben & Jerry's by August 2017.
- Create a new advertisement to put on TV - channel 4 and ITV by October 2016.
- Reduce amount of sugar in each tub of ice cream by 2% by March 2017.