**MAGNUM Ice Cream Launches First U.S. Storefront in New York**

MAGNUM New York Store to Offer "Dipping Bar" Experience Featuring Custom MAGNUM Ice Cream Bars

**Englewood Cliffs, N.J. (April 27, 2016)** – MAGNUM Ice Cream, the only ice cream bar made with Belgian chocolate, is bringing pleasure to New York's SoHo neighborhood just in time for summer. MAGNUM New York, which opened its doors on Saturday, April 23, at 134 Prince Street, marks the first storefront in the U.S. featuring the brand's ultimate customizable ice cream indulgence. Globally, MAGNUM has launched storefronts in more than 30 countries and 22 cities including Florence, Manila, Cape Town, Karachi, Sydney, Singapore, Venice and Amsterdam.

MAGNUM New York features a "dipping bar" where guests can participate in the "Make My MAGNUM" experience and create custom MAGNUM bars by selecting silky vanilla bean or rich chocolate ice cream bars to be hand-dipped in a choice of dark, milk or white chocolate – each made with decadent Belgian chocolate. Guests can then choose three toppings from a selection of 20 decadent and unexpected ingredients including rose petals, espresso sugar, sweet coconut flakes, chopped hazelnuts and goji berries. MAGNUM New York will also feature a rotating menu of toppings throughout the summer.

"Since its introduction to the U.S. in 2011, MAGNUM Ice Cream set itself apart with expert craftsmanship and premium ingredients," said Nick Soukas, Brand Building Director of Unilever Ice Cream in the U.S. "Now, MAGNUM New York will bring together the worlds of premium chocolate and ice cream in an indulgent and interactive store experience unlike any other."

In addition to the dipping bar, the MAGUM New York experience will feature curated décor and furnishings including featured art installations such as the New York City skyline made out of wooden ice cream bar sticks and a collection of bejeweled, bespoke MAGNUM bars.

Ice cream lovers can experience MAGNUM New York in the city's SoHo neighborhood at 134 Prince Street, New York, NY 10012. The store will be open daily from noon to 8:00 p.m. Sunday through Wednesday and noon to 9:00 p.m. Thursday through Saturday, through mid-August. Customized MAGNUM bars may be purchased for $7.00.

In addition to New York, in 2016 MAGNUM will launch 25 pop-up stores around the world including in Paris, Lisbon, Shanghai, Istanbul and Jakarta.

For those who can't make it to New York City this summer, chocolate lovers across the U.S. can enjoy new MAGNUM varieties at home, including MAGNUM Double Raspberry and MAGNUM Double Chocolate Vanilla.

For more information about MAGNUM Ice Cream or MAGNUM New York, visit magnumicecream.com.

**About MAGNUM**
Launched in 1989, MAGNUM was the first handheld ice cream bar targeted as a premium adult offering. Today, MAGNUM is one of the world's leading ice cream brands, selling one billion units annually worldwide.

MAGNUM Ice Cream bars use only the finest premium ingredients, including silky vanilla bean ice cream and made with Belgian chocolate, and is a must-have staple for any glamorous pleasure-seeker.

Belgian chocolate has an outstanding reputation for its smooth, rich flavor and tempting chocolate aroma. It's recognized around the world because of its meticulous adherence to 'Old World' craftsmanship. MAGNUM® Ice Cream bars are crafted in this rich heritage and are made with a signature Belgian chocolate recipe developed specifically for MAGNUM® bars.

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**For more information or images, please contact:**

Jennifer Davis
Golin
312-729-4248
jdavis@golin.com

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