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Cornetto launches Max with multi-sensory ice cream indulgence

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Unileverâ??s iconic ice cream brand Cornetto has unveiled Cornetto Max, a new premium cone designed to kickstart this summerâ??s ice cream season and cater to Gen Zâ??s appetite for indulgent, multi-layered snacking experiences.

The latest innovation elevates Cornettoâ??s signature creamy-and-crunchy combination with a chocolatey disc topping, a fusion of two ice creams, a crispy cone, and layers of rich sauces. In line with consumer demand for nut and fruit flavours, Cornetto Max is debuting in two variants â?? Hazelnut Chocolate and Mango & Vanilla.

â??Cornetto is already one of Unileverâ??s most iconic ice cream brands. Itâ??s a true heritage brand,â? said Hazal Kantman, Cornettoâ??s Global Brand Lead. â??But even icons need new news, especially to meet Gen Zâ??s evolving expectations.â?•

The launch taps into the growing trend of â??maximalismâ?? among younger consumers, where indulgence and abundance are embraced across lifestyle, fashion, and food. According to Unileverâ??s insights, 59 per cent of Gen Z consumers view indulgence as regular â??little treatsâ?? that spark joy and connection, yet 65 per cent feel that brands are failing to deliver the excitement they seek.

With the global impulse ice cream market â?? covering single-serve cones, sticks, and sandwiches â?? expected to grow 5.7 per cent through 2032, Cornetto sees Max as an opportunity to bring novelty to the category. â??Our ambition is that Cornetto Max provides a different combination of textures and flavours in every bite and delivers the excitement Gen Z craves,â? Kantman added.