



 **Scotsman**  
Beverage Systems

**Icebell<sup>®</sup>**

A New Concept In Point Of Sale

Enodis



# Icebell®

## Rings Success For Coca Cola

“Early indications are really encouraging with some Moto sites seeing weekly sales of Coca Cola double since we introduced the Ice Bell.”

Jon Piper, Business Development Manager, Coca-Cola Enterprises

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THE innovative Ice Bell has been launched in the UK with a trial by Coca Cola in Moto Service Stations across the country.

The impactful point-of-sale unit first caught the eye of Moto at a trade exhibition and the company immediately approached Coca Cola to express interest in trialling the Ice Bell.

“Our custom is based on impulse purchases so point of sale is critical to us,” said Duncan Reilly, Fresh Express

Brand Manager for Moto. “And the Ice Bell has certainly turned heads, providing an eye-catching alternative to traditional chiller cabinets.”

The Ice Bell is a 1m tall, illuminated, open-topped unit distinctively shaped like a soda bell glass. It is filled with water that is made into compacted ice flakes, which cascade down in a fountain from the top of the unit to chill the bottles. As the ice melts, it is recycled to form fresh flakes, so no need for mains water connection.

For more information please contact:

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