

PRODUCT CATALOGUE

2024

POLARIS

ICE CREAM FACTORY

NOVOSIBKHOLOD OJSC
Manufacturing and sales of ice cream
630088, Russia, Novosibirsk,
Sibiryakov-Gvardeitsev, 54
www.polaris.su





Main assortment formed on needs and motivation of the target audience and divided into 6 groups (segments).

Segments (purchase motives)

Safety: to buy a proven product, to avoid untried products, self-care, stability;

Pleasure: indulge yourself, break restrictions, devote time to yourself;

Excitement: avoid boredom, wish for changes, moving forward ;

Adventure: run from reality, try new things, discover;

Autonomy (Elitism): to feel you are a part of the special ones;

Discipline : order, self-control, mindful eating.





Пломбир

Creamy pleasure

DENSE
STRUCTURE

BESTSELLER



Waffle cup "Дело в сливках"
vanilla full cream 15%, 90g

CEDAR MILK
AND WHOLE CEDAR



Waffle cup "Дело в сливках"
pine nut flavour full cream,
with pine nut 12%, 70g

BESTSELLER



Waffle cup "Дело в сливках"
vanilla full cream
with strawberry 12%, 70g

CHOCOLATE COOKIE

DEEP TASTE
OF CHOCOLATE

BESTSELLER



Waffle cup "Дело в сливках"
vanilla full cream with chocolate
cookies in waffle cup 12%, 80g



Waffle cup "Дело в сливках"
chocolate full cream 15%, 90g



Waffle cup "Дело в сливках"
vanilla with chocolate crumbs
12%, 90g



Waffle cup "Дело в сливках"
caramel full cream 12%, 90g



Waffle cup "Дело в сливках"
full cream with pistachio
paste 12%, 70g

100% natural ice CREAM



Stik "Delo v slivkah"
milk chocolate-covered full cream
ice cream with hazelnuts 15%, 70g



Stik "Delo v slivkah"
milk chocolate-covered
full cream ice cream 15%, 70g



Stik "Delo v slivkah"
milk chocolate-covered
chocolate ice cream 15%, 70g



Stick "Delo v slivkah"
vanilla full cream 15%, 60g

Best ingredients from nature

REAL CEDAR MILK

For all family

BESTSELLER

Cardboard bucket "Delo v slivkah" cedar milk full cream, 12% with cedar nut, 410g



WHOLE NUTS

Cardboard bucket "Delo v slivkah" vanilla full cream 15%, 450g



BESTSELLER

Cardboard cup "Delo v slivkah" full cream 12%, 80g



CEDAR NUTS FROM SIBERIAN TAIGA FOREST



Brick "Delo v slivkah" cedar milk 12% with cedar nut, 90g

CRISPY WAFFLE



Brick "Delo v slivkah" full cream, parchment pack 15%, 90g



Brick "Delo v slivkah" full cream, cardboard pack 15%, 240g



Stick "**Pesenky belochky**"
chocolate-covered
vanilla icecream 10%, 60g



Stick "**Zabavny Korovky**"
white-and-pink
vanilla icecream 12%, 50g

МОСКОВСКОЕ



"Moskovskoye"
chocolate-covered
chocolate icecream 12%, 70g

ЛЕНИНГРАДСКОЕ



"Leningradskoye"
chocolate-covered
vanilla icecream 12%, 70g



Vanilla icecream,
parchment pack 15%, 70g



CLASSIC TASTE

CONVENIENT PACK FOR A QUICK SNACK –
CUPS & CONES



"ГОСТ" chocolate-covered vanilla icecream 12%, 70g



Waffle cup "ГОСТ"
vanilla icecream 12%, 70g



Waffle cup "ГОСТ"
chocolate icecream 12%, 70g



Waffle cup "ГОСТ"
vanilla icecream with
chocolate chips 12%, 70g

BESTSELLER



Waffle cup "ГОСТ"
vanilla icecream with
condensed milk 12%, 80g



Waffle cup "ГОСТ"
yoghurt icecream with
strawberry jam 12%, 80g

YOGHURT



Waffle cup "ГОСТ"
yoghurt icecream with
blueberry jam 12%, 80g

YOGHURT

SALWADORE



КЛУБНИКА
И СЛИВКИ



Cone "Salvadore"
creamy strawberry ice cream with
cream topping and cereal balls, 130g



МАЛИНА
И ГРАНАТ



Cone "Salvadore"
creamy raspberry ice cream with
raspberry-pomegranate filling, 130g



ГРЕЦКИЙ ОРЕХ
И КЛЕНОВЫЙ
СИРОП



Cone "Salvadore"
walnut icecream with maple
syrup and walnut, 130g



КАРАМЕЛЬ
И ШОКОЛАДНЫЙ
ТОПИНГ

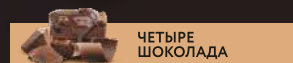


"Salvadore" creamy caramel
ice cream with chocolate topping
and caramel crunch, 260 г



МАЛИНА И ГРАНАТ С КУСОЧКАМИ БИСКВИТА

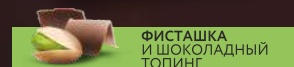
«Salwadore»
creamy pomegranate popsicle in white
glaze with raspberry filling waffle
crumbs with biscuit pieces, 80 g



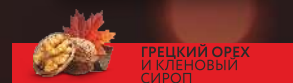
«Salwadore»
creamy chocolate popsicle with chocolate
sprinkles and pieces of sponge cookies in
milk chocolate with waffle crumbs, 80 g



«Salwadore»
creamy caramel popsicle with topping
salted caramel in milk chocolate with
waffle crumbs and peanuts, 80 g



«Salwadore»
creamy pistachio popsicle with
chocolate topping in milk
chocolate with waffle crumbs, 80 g



«Salwadore»
creamy popsicle walnut with
maple syrup in milk chocolate
with waffle crumbs, 80 g



«Salwadore»
creamy coconut popsicle with almond
topping and coconut chips in white
chocolate with waffle crumbs, 80 g

ТЕПЕРЬ СЛИВОЧНОЕ
Джем тайм WOW
NEW!

2 bright
tastes



"Jamtime" chocolate-covered
vanilla icecream with
blueberry jam 10%, 70g

"Jamtime" chocolate-covered
vanilla icecream with
strawberry jam 10%, 70g

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Мороженое

ЛИДЕР ВКУСА

"Lider vkusa" icecream collection



Waffle cup "Lider vkusa"
banana icecream 5%, 70g



Waffle cup "Lider vkusa"
vanilla icecream 5%, 70g



Waffle cup "Lider vkusa"
chocolate icecream 5%, 70g



Waffle cup "Lider vkusa"
strawberry icecream 5%, 70g



Waffle cup "Lider vkusa"
vanilla icecream with
chocolate chips 5%, 70g

We remember the joy when we released the first ice cream, which is why we maintain the quality of the product at a high level. Our ice cream is wonderful because we use only the best ingredients. POLARIS ICE CREAM, WHICH I LOVE!

ice

Melon-strawberry flavoured ice

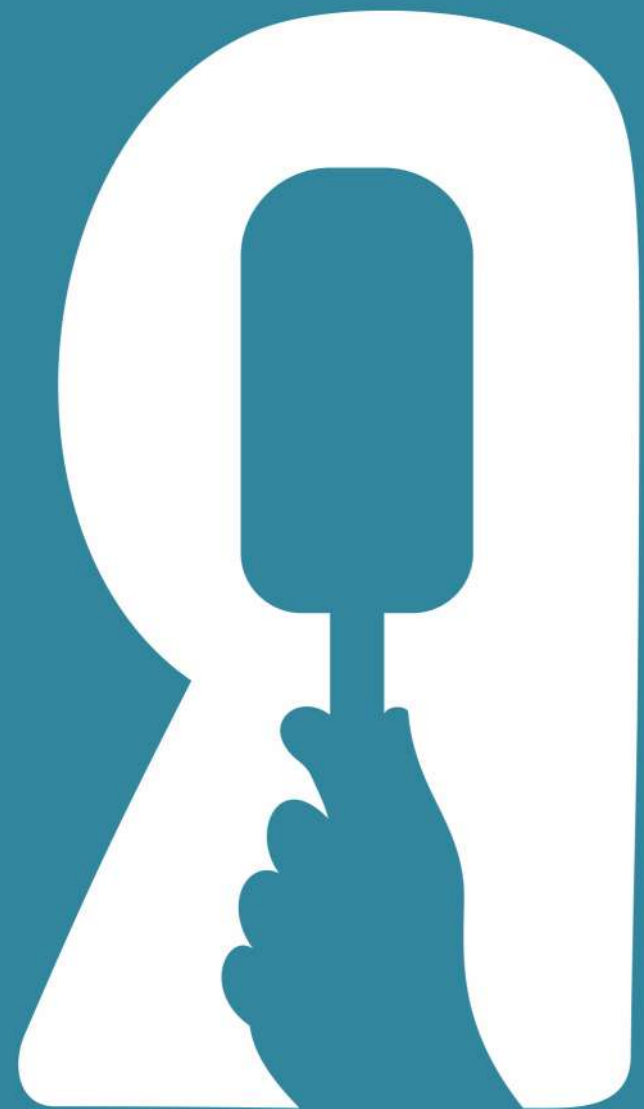


Watermelon flavoured ice



Orange flavoured ice





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