

CMA Markets Strategic Review Consultation Response from Magnum IceCream

The Birds Eye Wall's Undertakings do not apply to The Magnum Ice Cream Company ("Magnum"), due to the CMA confirming that these Undertakings are no longer applicable to the ice cream businesses operated by Unilever (which was demerged and integrated in Magnum in 2025) – or to Nestlé and Mars. The CMA's statement can be found [here](#).

We support the CMA's desire to assess the ongoing appropriateness of undertakings imposed in market remedies cases. However, given the above, the Birds Eye Wall's Undertakings are already not operational for Magnum.