

Boycott Magnum Ice Cream's Products For Ending Ben & Jerry's Tradition of Social Activism

Magnum Corporation (which spun off from Unilever) has actively blocked Ben & Jerry's from speaking out on social justice issues, including advocating for a ceasefire in Gaza, releasing Palestine-themed flavors, and opposing federal policies. As such, Ben & Jerry's co-founder Ben Cohen has publicly urged retailers to boycott Magnum until it sells the Ben & Jerry's brand to investors who respect its social mission.

If a corporate parent can buy a mission-driven company and then strip away what made people love it, what message does that send to every other business trying to stand for something? It says: Stay Quiet. We refuse to accept that.

You can participate in this boycott by avoiding the following brands:

- Magnum
- Ben & Jerry's
- Popsicle
- Good Humor
- Cornetto
- Wall's
- Carte D'or
- Breyers
- Klondike
- Talenti
- Yasso

You can also leverage your avoidance of the above brands by supporting local businesses in our community, many of whom make their own ice cream either on site or in local facilities (both of which providing gainful employment in the region), including but not limited to:

- Handel's Homemade Ice Cream - various locations including Hastings Ranch and La Cañada Flintridge
- Bulgarini - Altadena
- Carmela - Pasadena
- Fosselman's Ice Cream - Alhambra
- Moo Moo Mia - Montrose and Monrovia
- Paradis - Montrose
- Afters Ice Cream - various locations including Pasadena and Alhambra

Following is information on some of the chains serving the Los Angeles metro area.

- Trader Joe's uses regional producers Humboldt Creamery, Crystal Creamery, and Pierre's Ice Cream Company.
- Gelson's private-label Artisan Ice Cream is manufactured by a family-owned, California-local ice cream maker in San Francisco.
- Kroger (Ralphs, Food4Less) and Albertsons (Albertsons, Vons, Pavilions) produce their ice cream brands in house at company owned plants.