

24.

Award: 1.00 point

Which of the following statements regarding Ben & Jerry's is most accurate?

- ☒ Ben & Jerry's is owned by Unilever, the market leader in the global ice cream industry.
- ☐ Ben & Jerry's is a privately owned ice cream producer.
- ☐ Ben & Jerry's prides itself on offering more ice cream flavors than its competitors.
- ☐ Ben and Jerry are not real people; the names were a clever reference to Tom and Jerry cartoon characters in order to capitalize on childhood nostalgia.
- ☐ Ben & Jerry's has only been in business for 20 years and is already the industry leader in premium ice cream.

Today, Ben & Jerry's is owned by Unilever, which is the market leader in the global ice cream industry—one that is expected to reach \$89 billion by 2022.

References

Multiple Choice

Learning Objective:
02-02 Describe core
values, mission,
organizational
culture, business,
and goals.

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