

IFFCO
BEVERAGE
SOLUTIONS
LLC



إفكو
بيفيريج
سوليوشونز
ذ.م.ش

ICEE

The Coldest Treat in Town

iceearabia.me



*The Original FSB
from California*

Born in 1967!



[Click here to see ICEE reel](#)



86%
Brand awareness



60%
Most purchased
Frozen Beverage



22%
Market share in
dispensing beverages
business in USA

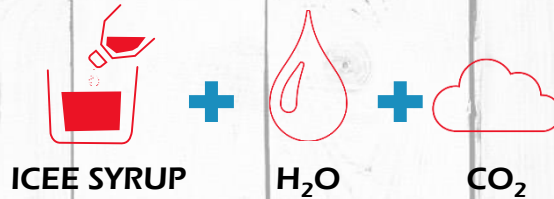
*Iconic,
Beloved.
Transcends
generations*

ICEE The Coldest Treat in Town



it all began in
1967
In California

The 3 main
INGREDIENTS



the **3** most popular flavors

STRAWBERRY BLUE RASPBERRY COLA



MOVIE THEATERS



MALLS



AMUSEMENT PARKS

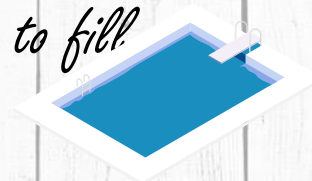


most popular

ICEE LOCATIONS

ICEE SELLS
500 MILLION
DRINKS PER YEAR

...enough to fill



141 Olympic-sized Swimming pools



Licensed from USA
PROUDLY
Produced by

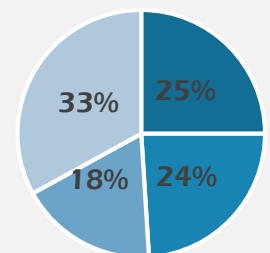
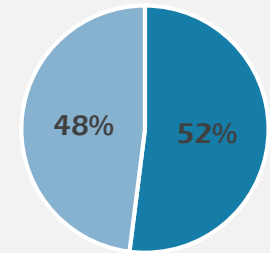


In AI Ain

ICEE Global Footprint

GENDER

AGE



■ Male ■ Female

■ Children 3-12
 ■ Teens 13-17
 ■ Young Adults 18-24
 ■ Adults

Americas

Europe

Asia

GCC

Pacific



How FSB Works



FSB - FROZEN SPARKLING BEVERAGE is a mixture of **flavored syrup**, **carbon dioxide** and **water** that is frozen by a custom **dispenser machine**, creating a drink comprising a **fine, smoothie & foamy slush** of suspended ice crystals.



BIB FSB Syrup



**Dispenser:
Syrup + CO2 + Ice**



Serving

Safety Factor

FSB vs SLUSH -

'Open bowl systems' must be cleaned and maintained weekly = higher downtime + lost revenue + lost product + extra manpower + opportunity for contamination



1 YEAR WITHOUT SANITISING -

Keeping water on & syrup + CO₂ full can pour beverages for a whole year before any routine maintenance on them.

CLOSED LOOP -

Sealed system with stainless steel cylinder + high acid product which + CO₂ = no allow bacteria growth

EXTERNAL CLEANING

Only requires external cleaning using warm water with light soap solution



A World of Flavors



Core Flavors

Strawberry

Blue Raspberry

Red Cherry

Pina Colada

LemonDew

Cola

Yalla Berry

Pink Unicorn

Warheads Molten Mango

Warheads Molten Pineapple

+ Endless Possibilities



90%
— of —
Consumers
Say **FLAVOR** is their
top purchase motivator

**90 calories
Only!
12oz cup**



Key Features



100% safe with zero downtime

40% more yield Compared to Other FSB

3X longer shelf life ie 12 months & 3 months in machine

Wide Flavor Library

Customized Flavors

Operational Cost & Loss of Opportunity Saving

Service Guarantee



Customer Service Call Center

- 24/7 operation in MENA
- Technician management and customer communications
- Up to 2 hours response



Field Service

- Trained company employed technicians
- Arabic, Hindi, Tagalog available service
- Connectivity



Scheduled Delivery

- Urgent orders within 4 hours delivery within major cities
- Syrups, consumables and marketing/POS materials
- Largest variety of ICEE & branded concentrates



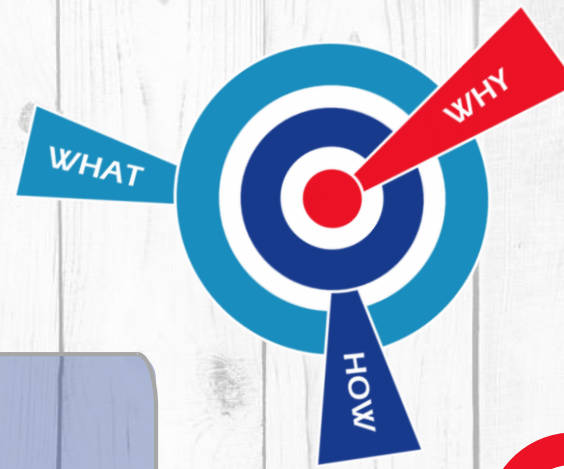
ICEE SOLUTION



- Eliminate hidden maintenance cost
- Reduce cleaning & down time
- Increase capacity using small footprint



- Sell average of *45 cups per day*
- Recover investment in *3 months* or less



- Develop Innovative & Competitive Landscape
 - Increase Product Margins
- Grow Customer Loyalty & Increase Footfall

Your Trusted Partner

IFFCO
BEVERAGE
SOLUTIONS
إفكو IFFCO



Equipment

- Latest technology available in market build with video door and Bevtrack software
- Wide variety of equipment's to match different business needs



Product Distribution

- One stop shop: ICEE syrups & consumables
- Up to 4 hours urgent delivery in major cities
- GCC distribution



Service

- Customer Service 24/7
- Up to 2 hours response in major cities (excl Dammam)
- Installation, pro-active maintenance and breakdown service



Branded Marketing Programs

- Custom marketing programs
- Attractive POS materials to leverage sales
- Consumer activations



Innovation

- Mixologist & R&D in house to develop tailor-made solutions and bespoke concepts

