

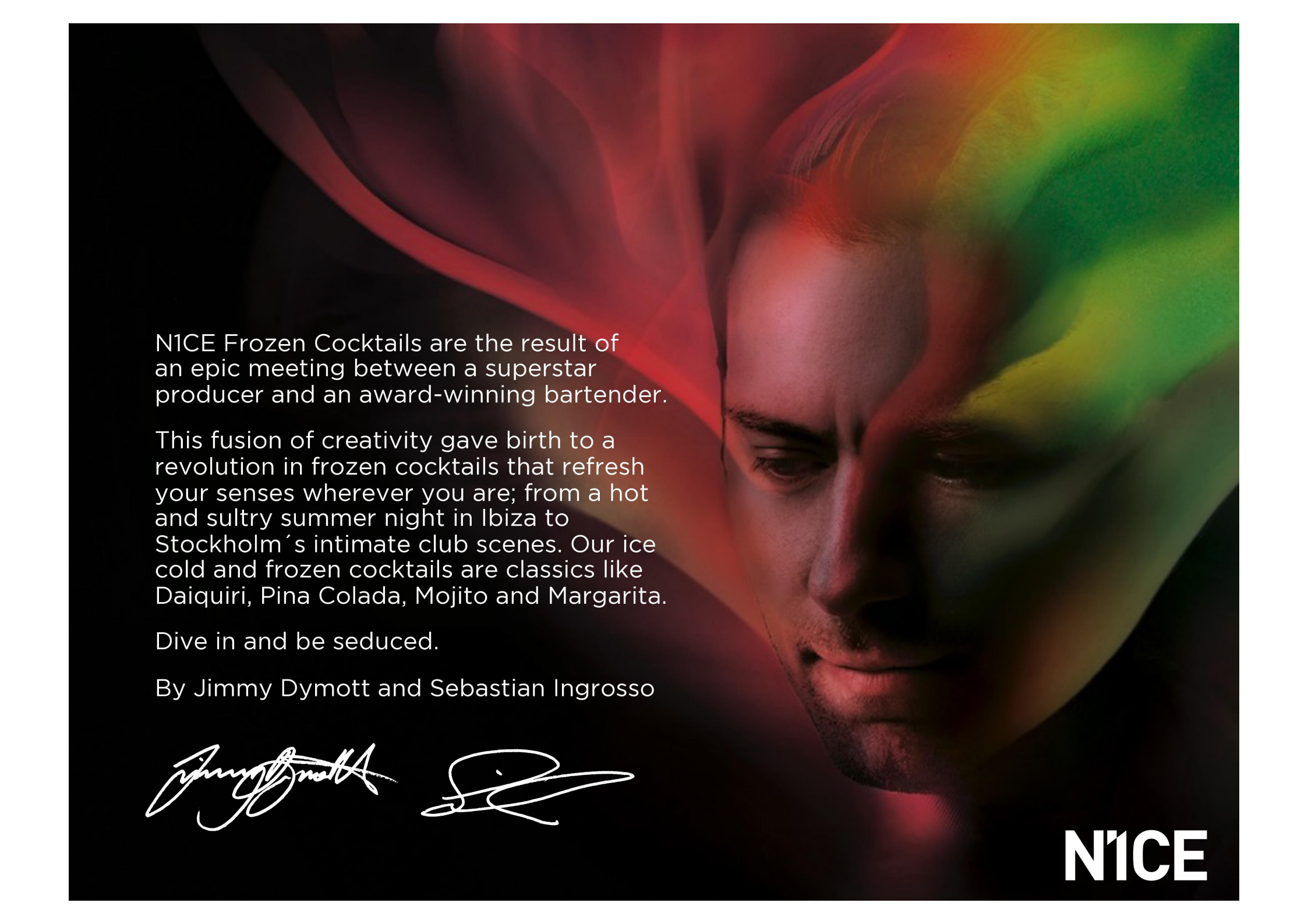


N'ICE

FROZEN COCKTAIL

AWARD WINNING BARTENDER

Johnny D. Smith



N1CE Frozen Cocktails are the result of an epic meeting between a superstar producer and an award-winning bartender.

This fusion of creativity gave birth to a revolution in frozen cocktails that refresh your senses wherever you are; from a hot and sultry summer night in Ibiza to Stockholm's intimate club scenes. Our ice cold and frozen cocktails are classics like Daiquiri, Pina Colada, Mojito and Margarita.

Dive in and be seduced.

By Jimmy Dymott and Sebastian Ingrosso



N1CE

MARKET OPPORTUNITY

People love mixed cocktails but they cannot have them everywhere.

You either have to go to a bar to purchase one or you have to make your own – but this requires that you have the skills, set-up, ingredients and time.

Mixed cocktails are handcrafted products that limit mass market business opportunities.



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SOLUTION

We package mixed cocktails as ready-to-drink frozen cocktail popsicle products in paper cones (mirroring Keurig's and Nespresso's approach to specialty coffees).

The result is:

High quality, frozen mixed cocktails in a convenient, paper cone that is easy-to-serve, easy-to-store, and easy-to-sell!

For the home, beach, bars, clubs, retail stores, festivals & events.

This opens up a vast, untapped market opportunity with potential sales of tens of millions of products per year.



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UNDERLAYING MAGIC

The hand-crafted recipes of Jimmy Dymott, celebrity bartender and mixologist who was bartender of the year in Sweden, for the secret to our product.

N1CE Frozen Cocktails are frozen without preservatives -- fresh from the factory to the consumers hand.

N1CE

MANUFACTURING AND DISTRIBUTION

The keys to N1CE's expansion plan are three-fold:

1. Manufacturing partners are contracted to bear both the upfront and ongoing production costs.
2. Our distributors are carefully selected based on their reach and ability to serve hundreds – or even thousands – of retail doors in existing networks, as well as being well familiar with the horeca sector which is our main marketing channel.
3. Distributors have quarterly and annual minimum targets as well as upfront purchases to get started.



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GO-TO MARKET PLAN

Step 1 Creating brand awareness at selected festivals, bars, beach clubs, etc.

Step 2 Hotel, restaurants, convenience stores.

Step 3 Full retail and grocery distribution.



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EXPERT MANAGEMENT TEAM

Ingrosso + Axwell + Alesso

EDM stars with social media reach to millions of fans worldwide – a perfectly matched target demographic for the product.

Jimmy Dymott

Former bartender of the year and expert mixologist whose recipes are the key to the product's taste.

Mikael Drené + Jim Nyberg
Mio Danilovic + Goran Lugonja
Peter Neumeister + Sören Klingborn
Thomas Van Hare

A professional team of skilled food and beverage products managers, marketing & advertising execs and international sales and marketing experts with the knowledge, experience and skills to succeed.



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KEY METRICS

120 million cocktails in annual production capacity
250,000 cocktails sold over three months in Summer 2015
173,000 sold so far in the first half of May 2016 alone

55 festivals contracted for Summer 2016 total of 2,500,000 attendees
Our data shows that 47% to 61% of festival goers purchase at least one
And 26% of buyers at festivals make a second purchase

\$5 to \$8 consumer price per cocktail
76% gross margin

11 countries launched by year-end 2016



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STATUS TIMELINE

Start-up of N'ICE June 15, 2014	First presentation to customers July 15, 2014
Meetings with production partners July–August 2014	Signed test contract with SIA Glass September 4, 2014
Signing test contract with EW Flavors September 13, 2014	Product development October–November 2014
New brand design by Acid and Marble November–December 2014	Test production with SIA Glass December 18, 2014
New packaging & design by Acid and Marble January–February 2015	First production with SIA Glass March 2015
N'ICE Cocktail Pre-Launch April 2015	Summerburst launch in Gothenburg, Sweden May 2015
Release Party at Publiqo June 10, 2015	Summerburst launch in Stockholm, Sweden June 2015
Start distribution in Sweden June 2015	Signed deal with Stureplansgruppen July 2015
Release in retail in Denmark July 2015	First shipment to Ibiza July 2015
Big Slap Malmo Festival August 2015	First shipment to Cyprus August 2015
Online sale start at mathem.se August 2015	Production deal in Canada for USA September 2015
Products classified as food Florida September 2015	Signed distribution deal for Denmark November 2015
Redesign of brand by Neumeister January 2016	Launch Party in Miami Beach, Florida March 2016
Signed distribution deal for Spain and Italy March 2016	Contracted Festivals with a total of 2.500.000 visitors April 2016
First shipment to Norway May 2016	173,000 products sold in the first 10 days in May May 10, 2016

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