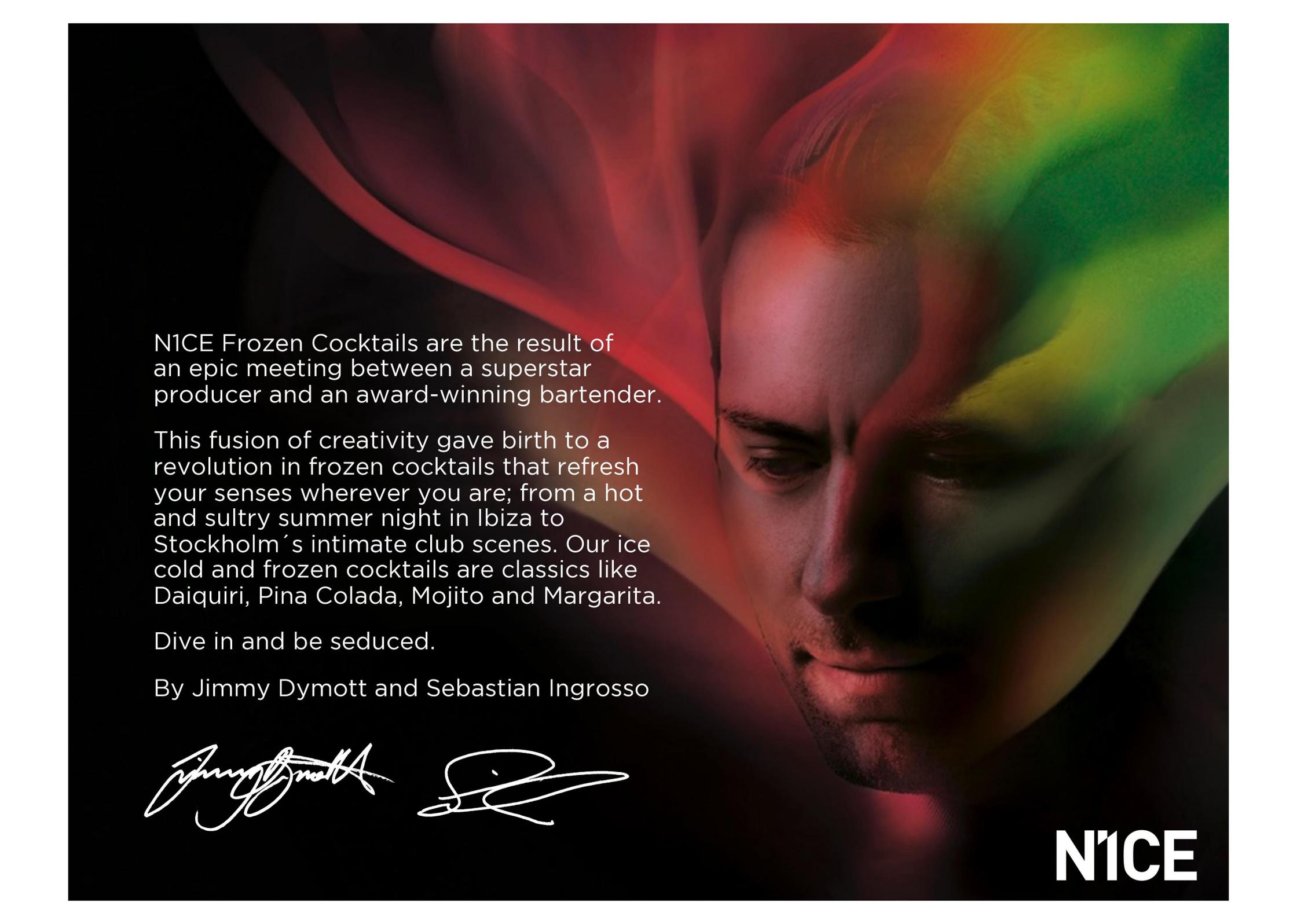


N'ICE

FROZEN COCKTAIL

AWARD WINNING BARTENDER

John 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



N'ICE

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.



N'ICE

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.



N'ICE

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.

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

NICE

MANUFACTURING AND DISTRIBUTION

The keys to NICE'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.



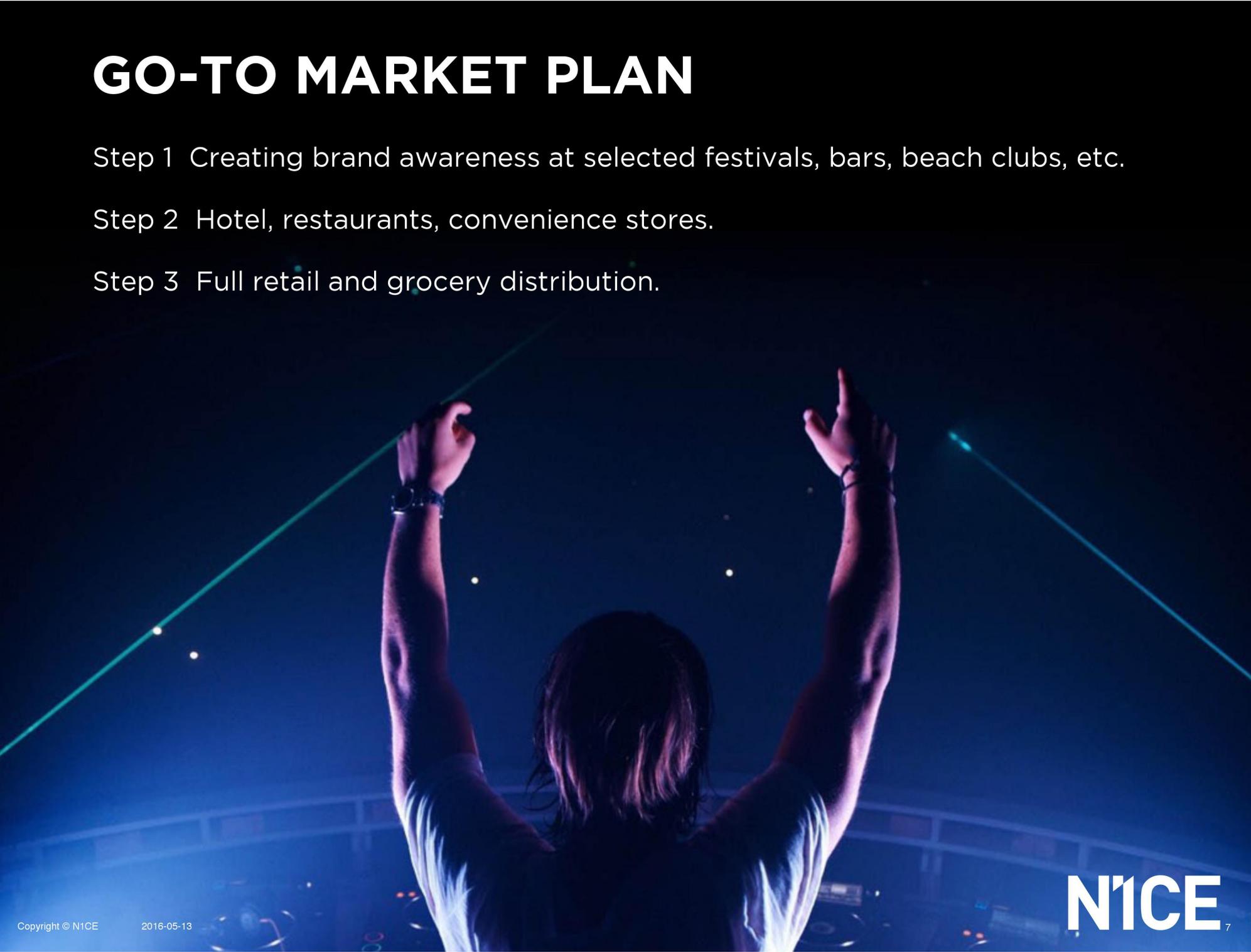
NICE

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.

A DJ is seen from behind, performing at a nightclub. The DJ has long hair and is wearing a light-colored t-shirt. Their arms are raised in the air, and they are wearing a watch on their left wrist and a bracelet on their right. The background is dark with blue laser lights and a crowd of people. The overall atmosphere is energetic and vibrant.

N'ICE

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.

N'ICE

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



N'ICE

STATUS TIMELINE

- Start-up of N1CE
June 15, 2014
- Meetings with production partners
July–August 2014
- Signing test contract with EW Flavors
September 13, 2014
- New brand design by Acid and Marble
November–December 2014
- New packaging & design by Acid and Marble
January–February 2015
- N1CE Cocktail Pre-Launch
April 2015
- Release Party at Publiqo
June 10, 2015
- Start distribution in Sweden
June 2015
- Release in retail in Denmark
July 2015
- Big Slap Malmo Festival
August 2015
- Online sale start at mathem.se
August 2015
- Products classified as food Florida
September 2015
- Redesign of brand by Neumeister
January 2016
- Signed distribution deal for Spain and Italy
March 2016
- First shipment to Norway
May 2016
- First presentation to customers
July 15, 2014
- Signed test contract with SIA Glass
September 4, 2014
- Product development
October–November 2014
- Test production with SIA Glass
December 18, 2014
- First production with SIA Glass
March 2015
- Summerburst launch in Gothenburg, Sweden
May 2015
- Summerburst launch in Stockholm, Sweden
June 2015
- Signed deal with Stureplansgruppen
July 2015
- First shipment to Ibiza
July 2015
- First shipment to Cyprus
August 2015
- Production deal in Canada for USA
September 2015
- Signed distribution deal for Denmark
November 2015
- Launch Party in Miami Beach, Florida
March 2016
- Contracted Festivals with a total of 2.500.000 visitors
April 2016
- 173,000 products sold in the first 10 days in May
May 10, 2016

N1CE

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