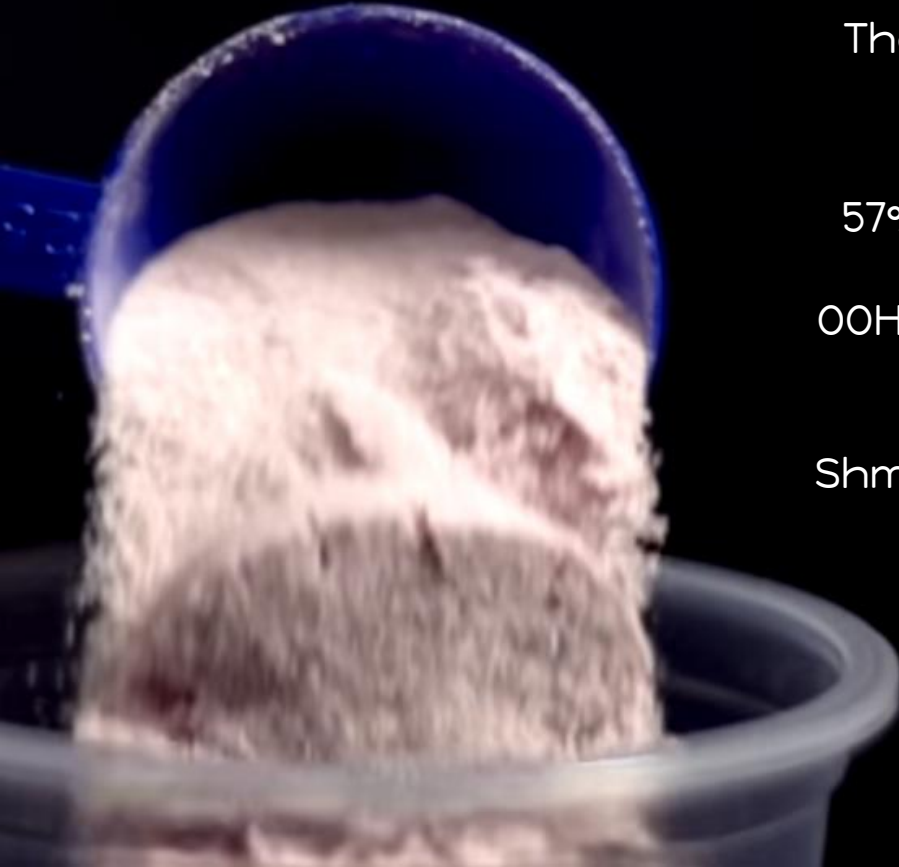




Aimia
foods

THE MILK SHAKE MARKET



The Milk Shake mix market is worth in excess of
£30m in the UK**

57% of Milk Shakes are consumed by under 16's

OOH consumption of milk based drinks has grown
+40% since 2013*

Shmoo Thick Milkshake offers a complete solution,
bringing innovation to your customers

Sources

*Defra ID284664 - Avg purchase pp/pw of milkshake drinks consumed OOH in the UK from 2006 to 2015 (in milliliters)

** AC Nielsen - August 2010



INTRODUCING SHMOO...

Thick Milk Shake concept created using a bespoke spindle mixer.



Perfect for HORECA, education, leisure and travel outlets.

Available in Strawberry, Chocolate, Banana, Vanilla and Cappuccino flavours.



Milk plus powder mix make-up

Low fat*

NO artificial colours, sweeteners or preservatives*

Suitable for vegetarians*

Source of calcium**

Average calories 207 (Large Cup)*
108 (Small Cup)*

School Friendly as a small cup with a 300ml serving+

+ as less than 5% added sugar and less than 330ml serving

Shmoo branded disposables are provided **FREE** with purchases of Shmoo Shake Mix

... A THICK SHAKE 'BUSINESS IN A BOX'

* When mixed to our instructions using semi-skimmed milk. Does not apply to toppings (serving suggestion)

** Excluding Chocolate flavour



YIELD & MAKE-UP INSTRUCTIONS



Large

600ml
per serve

-
23g mix +
245ml milk

-
78 serves
per tub of
Shmoo



Small

300ml
per serve

-
13g mix +
125ml milk

-
138 serves
per tub of
Shmoo

POUR

ice cold semi-skimmed
milk up to line on 13/22oz
cup.

ADD

15ml(small) or 25ml(large)
level scoop of Shmoo mix.

INTRODUCE

onto machine and mix for 25
seconds. Remove cup from
machine.

ADD

cream, optional toppings, lid and
straw

THE MACHINE



COMMERCIAL QUALITY MACHINE

Looks great
Very quiet
Easy clean
Low maintenance
2 year guarantee

UNIQUE MIX-IN-CUP[®]
No mess, No wastage

↻ 18cm Diameter
↑ 45cm Tall

BLACK AND CHROME MIXER
AVAILABLE*



* Black and Chrome machine available to buy separately through selected distributors and will be at slight premium to standard mixer



BIG PROFITS

Small Cup @£1.40rsp

94P

67%

PROFIT
PER SHAKE



Large Cup @£1.95rsp

£1.29

66%

PROFIT
PER SHAKE

Based on 50 Shakes per week in year one
Includes machine, milk, shake mix and disposables

Based on Starter Kit @ £327.50 (£367.00 in VAT) and Tub Mix cost @ £34.99 (No VAT). Based on selling average of 50 cups per week



THE NUMBERS

Small Cup						
Price per shake	Revenue Matrix		Shakes per week			
		25	50	75	100	200
	£1.40	£1,820	£3,640	£5,460	£7,280	£14,560
	£1.50	£1,950	£3,900	£5,850	£7,800	£15,600
	£1.60	£2,080	£4,160	£6,240	£8,320	£16,640
	£1.70	£2,210	£4,420	£6,630	£8,840	£17,680
	£1.80	£2,340	£4,680	£7,020	£9,360	£18,720
	£1.90	£2,470	£4,940	£7,410	£9,880	£19,760
	£2.00	£2,600	£5,200	£7,800	£10,400	£20,800
Cost per shake						
Shakes per week	25	50	75	100	200	
Shakes per year	1300	2600	3900	5200	10400	
Starter Kits w/ Machine	1	1	1	1	1	
Starter Kit w/ Machine Cost	£367.00	£367.00	£367.00	£367.00	£367.00	
Cost of Milk (6.25p per serving)	£81.25	£162.50	£243.75	£325.00	£650.00	
Additional tubs of Shake required	8	19	30	41	84	
Cost of Shake Mix (@ £34.99 per tub)	£280	£665	£1,050	£1,435	£2,939	
Total Cost	£728	£1,194	£1,660	£2,127	£3,956	
Profit @ £1.40 RSP	£1,092	£2,446	£3,800	£5,153	£10,604	
	60%	67%	70%	71%	73%	
Profit @ £2.00	£1,872	£4,006	£6,140	£8,273	£16,844	
	72%	77%	79%	80%	81%	

Large Cup						
Price per shake	Revenue Matrix		Shakes per week			
		25	50	75	100	200
	£1.95	£2,535	£5,070	£7,605	£10,140	£20,280
	£2.05	£2,665	£5,330	£7,995	£10,660	£21,320
	£2.15	£2,795	£5,590	£8,385	£11,180	£22,360
	£2.25	£2,925	£5,850	£8,775	£11,700	£23,400
	£2.35	£3,055	£6,110	£9,165	£12,220	£24,440
	£2.45	£3,185	£6,370	£9,555	£12,740	£25,480
	£2.55	£3,315	£6,630	£9,945	£13,260	£26,520
Cost per shake						
Shakes per week	25	50	75	100	200	
Shakes per year	1300	2600	3900	5200	10400	
Starter Kits w/ Machine	1	1	1	1	1	
Starter Kit w/ Machine Cost	£367.00	£367.00	£367.00	£367.00	£367.00	
Cost of Milk (11.76p per serving)	£152.88	£305.76	£458.64	£611.52	£1,223	
Additional tubs of Shake required	14	30	46	62	127	
Cost of Shake Mix (@ £34.99 per tub)	£490	£1,050	£1,610	£2,169	£4,444	
Total Cost	£1,010	£1,722	£2,435	£3,148	£6,034	
Profit	£1,525	£3,348	£5,170	£6,992	£14,246	
	60%	66%	68%	69%	70%	
Profit	£2,305	£4,908	£7,510	£10,112	£20,486	
	70%	74%	76%	76%	77%	

Highlighted rows & columns are the examples at RSP and at 50cpw as per previous slide



STARTER KIT | WHAT'S INCLUDED?

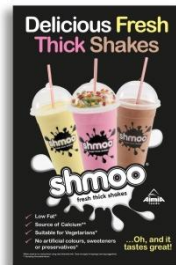
Starter Kit
£130.00
(No VAT)



3 x tubs of Shake mix
Chocolate
Strawberry
Banana



Cups, lids and straws
(Specify either Large,
Small or Mixed)



POS Kit
Laminated poster
Counter Top Display
Menu Board



3x bags of toppings
plus storage tubs & 4
aerosol cans of
squirty cream

ADD

Spindle Mixer
£197.50
(£237.50 inc VAT)



Total Machine Bundle

£327.50

(£367.00 inc VAT)

RISK FREE

You'll make £113-£155* profit from just selling through the product included with the starter (this includes the cost of the spindle mixer and milk!)

**EVERYTHING YOU NEED TO START
SELLING SHMOO SHAKES**

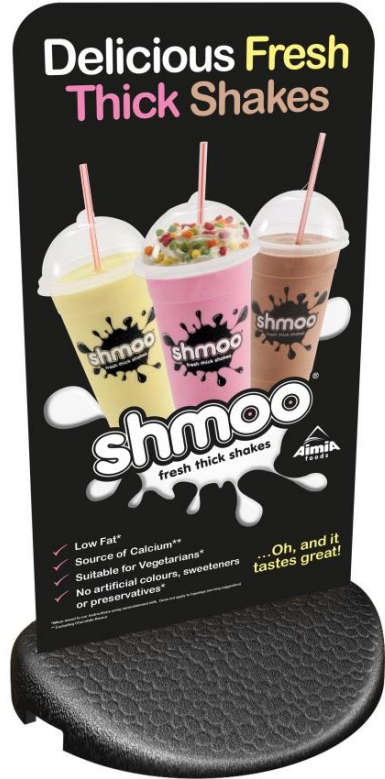
£30.00

POS VOUCHER ALSO INCLUDED TO SPEND
AGAINST...

*£113 starter kit profit based on all large, £155 based on all small shakes served using the contents of the starter kit



ADDITIONAL POINT OF SALE



Pavement Sign



Window Sticker



TOPPING OFF YOUR PROFITS

'Freak' your shake
(and your profits) by
adding toppings and
cream .

Toppings and
Cream adds 35p-
50p to the RSP



DISPOSABLES

✓ Cups & Lids - Fully recyclable

50% PET / 50% RPET - contain 50% recycled material

Both our cup and domed lid are made of PET and include 50% Recycled material (RPET - Recycled PET which has already been recycled and recovered). They are 100% recyclable and can be recycled by all local authorities through plastic waste stream bins. To ensure Shmoo drinkers know that their cup is recyclable clear instructions for disposal will be printed on the cup.

✓ Replace the current straw with Paper Straws later this year

Our straws are currently made from polypropylene which can be disposed of in plastic recycling bins. However our goal is to replace these with a paper alternative during 2018 which is more environmentally friendly.



ALSO IN THE RANGE

SHMOO CAPPUCCINO / CAPPUCCINO COOL



- Includes cups, lids and straws
- 1.25kg Pack
- 96 13floz servings in tub
- 54 22floz servings in tub

2 Ways to Make it...

1. Mix a Shmoo Cappuccino Milkshake



whizz
whizz
whizz



2. Blend it with ice



whizz
whizz
whizz



IGLOOH DESIGNER MILKSHAKE MIX



- No disposables (sorry)
- 2kg Pack

So you want to be creative and inventive, then you need a blank canvas to which you can add your own inspirational ingredients.

Iglooh allows you to do just that. Mix or blend it to give a flavourless and colourless base product into which you can add many products to create a bespoke speciality drink.



FOR SHAKES

Use the Shmoo mixer

FOR FRAPPES, SMOOTHIES &

INFUSIONS

Use a blender





THANK
YOU!

Aimia
foods