

# Marco

SWEETS & SPICES

## BRAND OVERVIEW



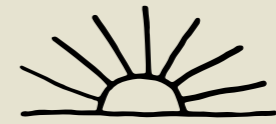
**MARCO CREATES  
INTERNATIONALLY-  
INSPIRED ICE  
CREAM AS DIVERSE  
AS THE REST OF  
THE FOOD WE EAT.**

**TRANSPORTING DISHES  
FROM PLATE TO PINT.**





## OUR CONSUMER



50% of Americans consider themselves foodies

Of which 91% like to experience new flavors

And 86% want to eat more international foods

**“EXOTIC FLAVORS ARE WHAT  
THE ICE CREAM MARKET  
IS DEMANDING”**

**- FORMER CEO, TALENTI**





**YET THE ICE  
CREAM AISLE  
HASN'T KEPT UP  
WITH THE  
EXPANDING  
PALATES OF  
TODAY'S  
CONSUMER**

## GINGER DREAMSICLE



## THAI COCO-LIME



## PROVENÇAL STRAWBERRY



## AZTEC CHOCOLATE



## VANILLA CHAI



## SPICY PB-CARAMEL



## TURKISH MOCHA



## MOROCCAN HONEY NUT



# *Marco* IS YOUR INSIDE MAN.

World traveler, devout wanderer, Marco's life is led by his keen sense of smell and his hunger for not only colorful conversation, but local delicacies.

A human rolodex of worldwide scale, he is the embodiment of a local insider - a guide through an entire world of flavor beyond ice cream's traditional favorites.



**FEATURED IN**

**The New York Times**

**Aol.**

**Forbes**

**FOOD & WINE**

**TRENDHUNTER™**  
FIND BETTER IDEAS, FASTER

**THRILLIST**

**yahoo!**

 **the kitchn**

**The Boston Globe**

**uncrate®**

"Far and away my favorite ice cream discovery of the summer."

"The quality of ingredients and unique flavors make these pints my go-to sweet treat."

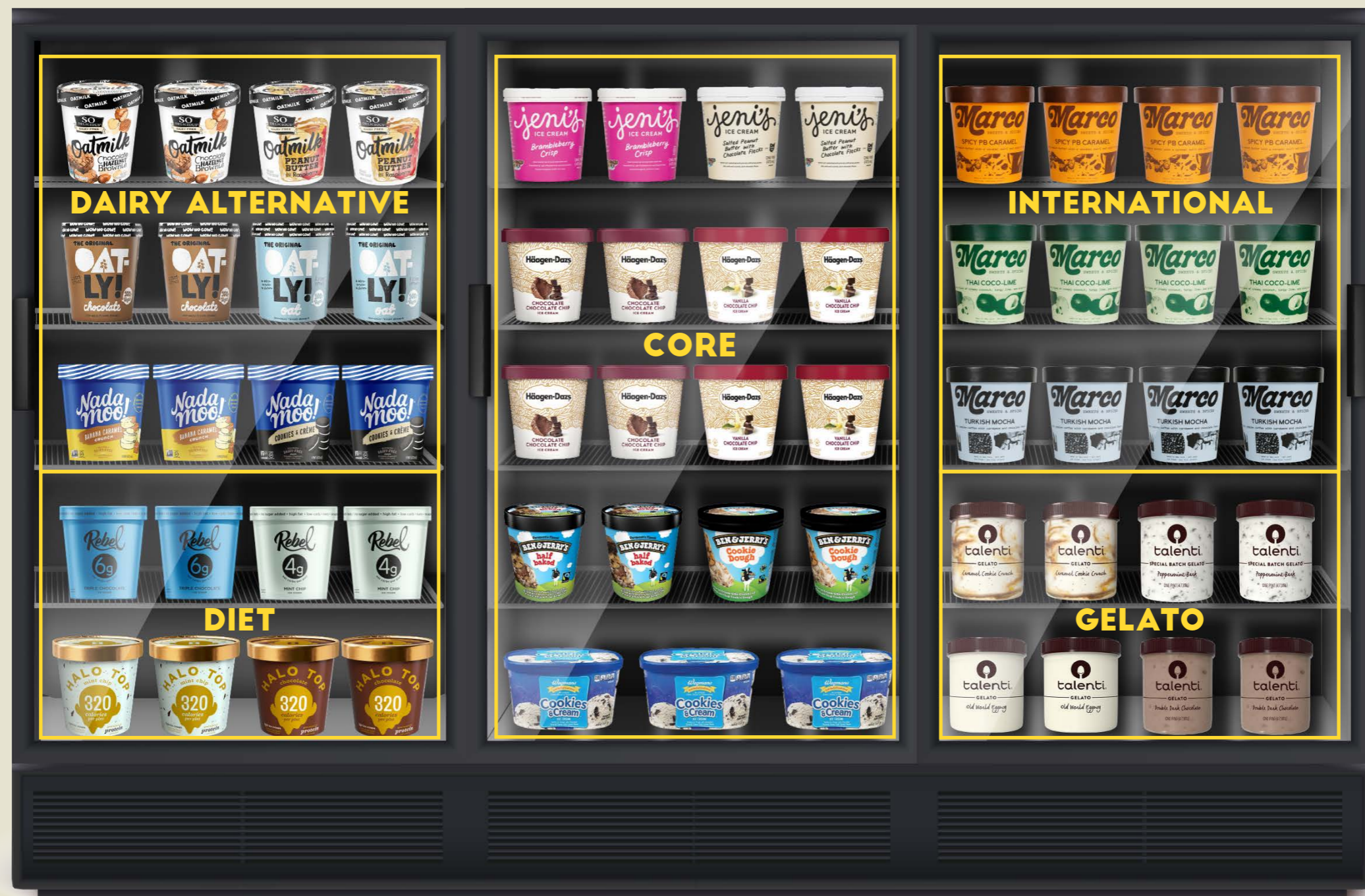
"Did I eat 4 pints of ice cream in 26 hours?  
Maybe so. Maybe mind your own business."



# DRIVING CATEGORY GROWTH

More adventurous palettes are driving demand for new, diverse flavor assortments. Helping to redefine the ice cream shelf of the future

“The greatest growth driver [in the ice cream category] is the increasing array of exotic flavors”  
- Markets & Data Report 2020





## OUR RETAIL PARTNERS

WHOLE  
FOODS  
MARKET



Bristol Farms

GOOD • FOOD • MARKET

SINCE 1974  
COOPPORTUNITY  
SANTA MONICA | MARKET | CULVER CITY

Clark's  
NUTRITION®  
Natural Foods Market

park slope  
FOOD COOP



Citarella

...and many more



# RETAIL CUSTOMER ACQUISITION



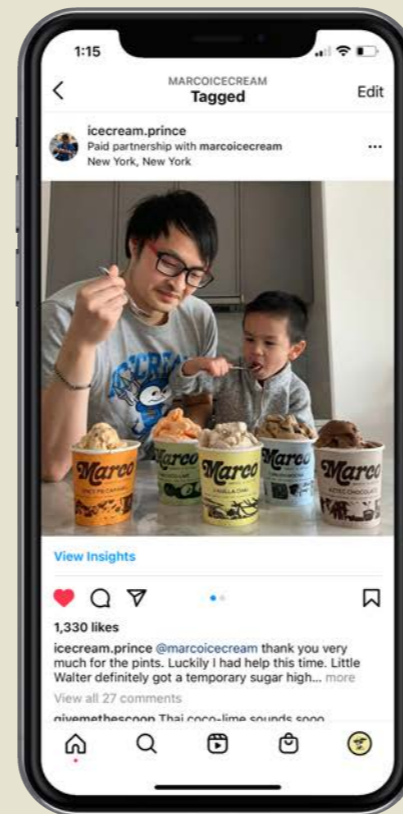
## RETAIL MERCHANDISING

- Promotions
- Demos
- Account Management
- Cooking School Partnerships



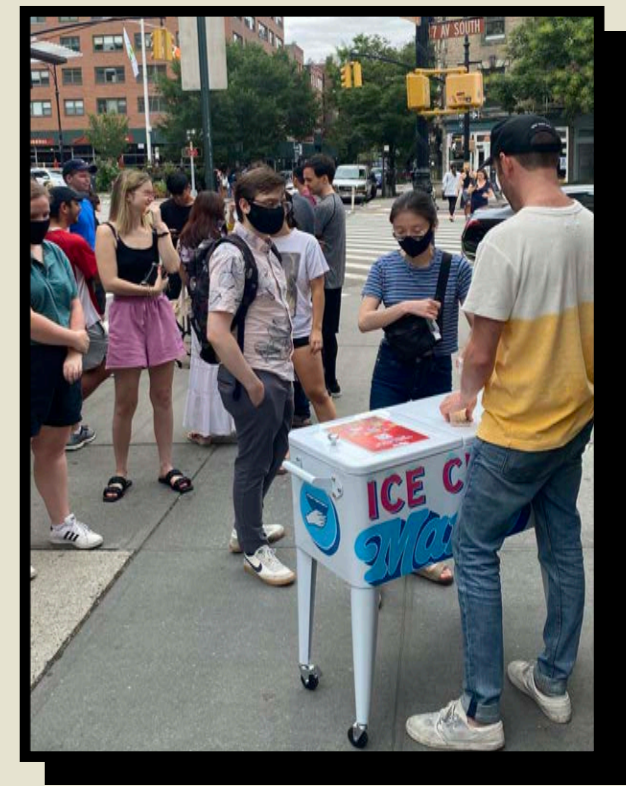
## DIGITAL FOOTPRINT

- Digital Couponing
- Paid Social
- Influencer Campaign
- Culinary-Focused PR



## FIELD MARKETING

- Local Events
- Trade Shows
- Product Giveaways
- Coupon Distribution



## MEET THE TEAM



**LUKE CHRISTIANSON**

**CEO**

2020 graduate of  
Columbia Business School  
with a focus  
on entrepreneurship

Prior experience analyzing  
and evaluating food &  
beverage industry as  
equity research associate  
and investment banking  
analyst



**AVERY HENDERSON**

**CMO**

Former food and beverage  
Marketing professional at  
Interact Boulder

Proven track record of  
developing brands  
throughout all sections of  
grocery and all stages of  
growth



**JULIAN PLYTER**

**Head of Product**

Founder of iconic NYC ice  
cream sandwich brand,  
Melt Bakery

Classically trained pastry  
chef, author, baking  
instructor, with experience  
at world renowned  
restaurants such as Le  
Bernardin



**THANK YOU**

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