





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**



# RISE OF INTERNATIONAL FLAVORS

Once relegated to a single aisle, foods from different cultures are being celebrated across categories of the grocery store



BEVERAGE



SALTY SNACKS



MEAL PREP



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

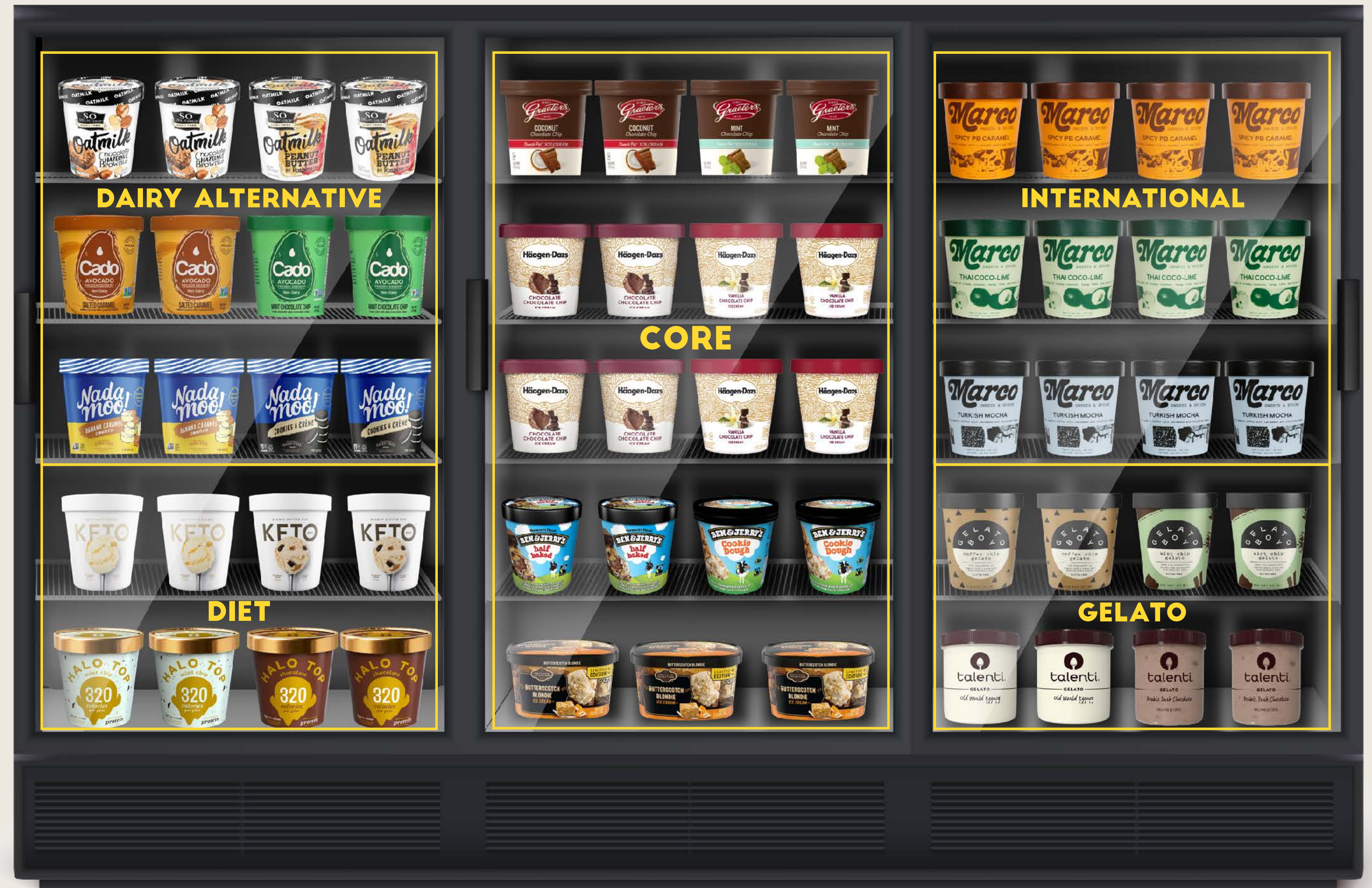




# DRIVING CATEGORY GROWTH

Ice cream, like other categories has seen sub-segmentation over the last 15 years (Gelato, Diet, Non-Dairy, etc).

Given changing palettes and purchasing trends in other categories, international flavors is poised to be the next segment of growth in the ice cream category.





## 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 both our mascot, and an embodiment of the brand. A local insider and 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 36 hours?  
Maybe so. Maybe mind your own business.”







# OUR RETAIL PARTNERS



...and many more



# CUSTOMER ACQUISITION

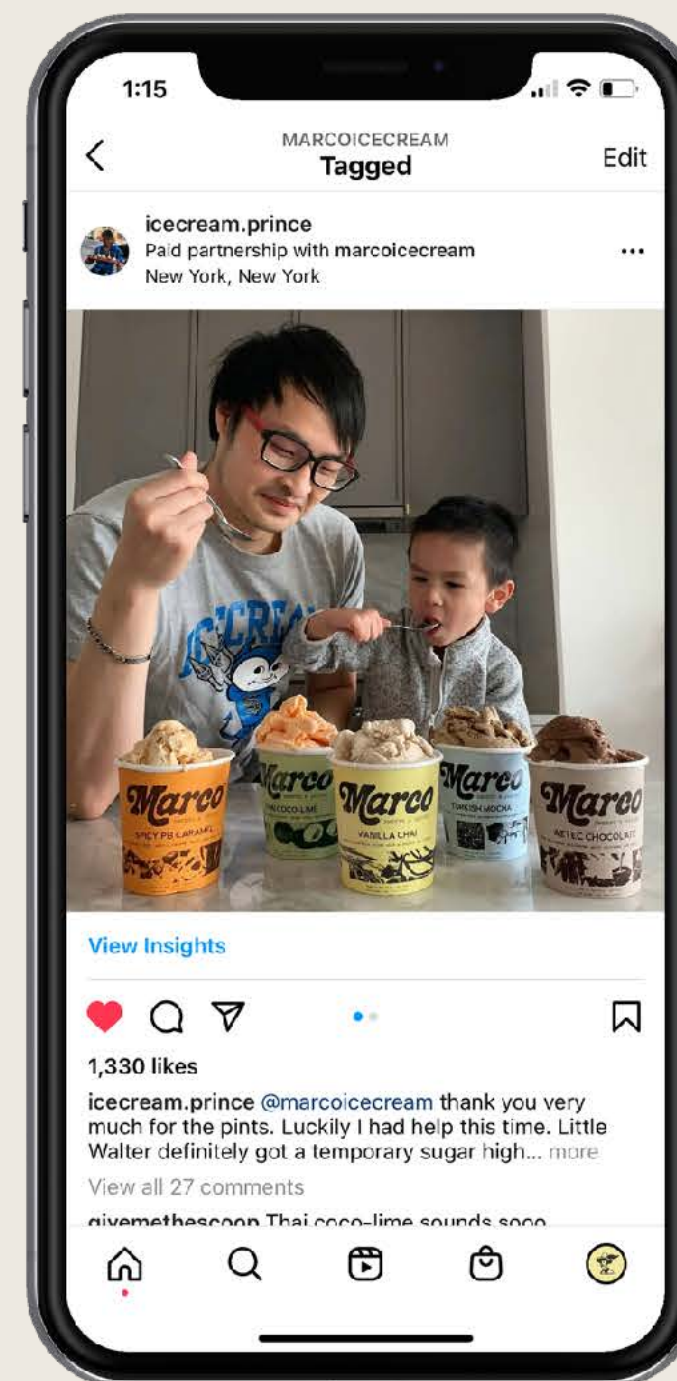
## RETAIL MERCHANDISING

- Demos
- Promotions
- Account Management
- Cooking School Partnerships



## DIGITAL FOOTPRINT

- Digital Couponing
- Social Media (Organic/Paid)
- Influencer Campaigns
- Culinary-Focused PR



## FIELD MARKETING

- Local Activations
- 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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