



Marco creates internationally-inspired ice cream that echoes a love for travel and honors a diversity of ingredients from around the world.

Key Attributes

- Premium butter fat, full sugar ice cream
- Culinary flavors inspired by world cuisine
- Establishes and grows the international segment of the category, helping to redefine the ice cream shelf of the future
- Unique ingredients sourced from around the globe (e.g. Mexico, Madagascar, China, India, Guatemala, Korea, etc)
- Head of Flavor Development is a NYC-based veteran of world renowned restaurants
- Brand Mission: Connect people to new cuisines, cultures, and experiences
- 1% of sales are donated to the [One Acre Fund](#)



MARCO ICE CREAM: PINTS

Cost	~\$4.15	Retailer dependent
SRP/GM	\$6.99 (SRP)	~40% GM
Price Reduction	4X	- 2x 20% off (4 weeks) - 2x BOGO + Display + Ad
Display	Pending cost	In tandem with BOGO
Demonstrations	-	2x per stores

Promo/Marketing Opportunities

- \$1,000 of marketing spend per door in the first 12 months of placement on top of standard TPRs used for:
- Demoing, Social media marketing, influencer campaigns, local activation, coupon distribution, in-store displays

Eight Alluring Flavors (in rank order)

- Vanilla Chai:** Luscious vanilla mixed with a smooth chai blend
- Ginger Dreamsicle:** Creamy orange classic with a bright note of ginger
- Spicy PB Caramel:** Creamy peanut butter with a caramel swirl and a touch of heat
- Turkish Mocha:** Bold, complex coffee with cardamom and chocolate flakes
- Aztec Chocolate:** Rich chocolate enlivened with cinnamon and spicy chilies
- Moroccan Honey Nut:** Luxurious honey with almonds and warm Moroccan Spices
- Provençal Strawberry:** Indulgent strawberries and cream with notes of lavender & anise
- Thai Coco-Lime:** Spicy blend of creamy coconut, tangy lime, and dried chili

