

SWENSEN'S®



AMERICA'S FAVORITE ICE CREAM SINCE 1948

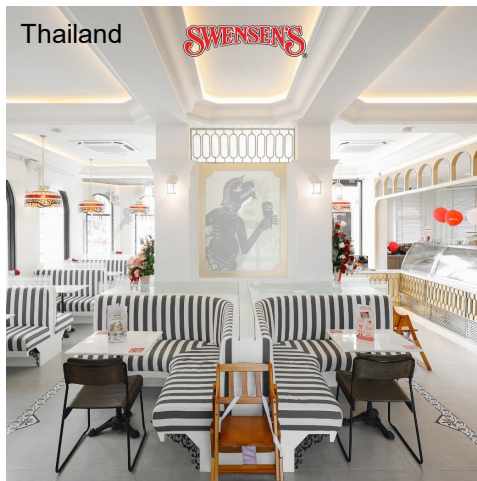
Swensen's® was founded in San Francisco, California in 1948, when Earle Swensen opened his first Ice Cream Shoppe atop Russian Hill marketing his ice cream with the motto, "Good as Father Used to Make".

Since founded, more than 180 ice cream flavors have been developed, as well as multitude of sundae creations with exciting toppings that are enjoyed by both the young and the young at heart, establishing Earle Swensen as "America's Ice Cream Icon".

Today, Swensen's® is enjoyed all over the world and continues to win hearts as one of the best ice cream shops in San Francisco. Inspired by Mr. Swensen's® passion for people and love of making ice cream, his legacy continues with an enhanced selection of old-fashioned, mouth-watering flavors and contemporary products.

Swensen's® Ice Cream is owned by Kayla Foods International with over 350 locations worldwide.





OUR LOCATIONS

- Brunei
- Cambodia
- Laos
- Malaysia
- Myanmar
- Singapore
- Taiwan
- Thailand
- Vietnam



OUR BRAND

Brand Essence – Shared Happiness is Double Happiness.

Brand Personality – Fun, Friendly, Warm.

Brand Tagline – “Where Happiness Never Melts™”

OUR GUESTS

Swensen's appeals to customers of all demographics and psychographics from the young and the young at heart. Creating timeless memories across generations.





OUR STORES

Our guests exceptional experience begins from the moment they step foot into a delightful, charming and warm store environment. Greeted by a friendly and welcoming staff.

Each Swensen's store design is unique, combining distinct brand design elements such as the iconic Tiffany lights and red accent, while incorporating and embracing regional design aesthetics.



Swensen's is...

Where family gather

Where love blooms

Where friends hangout

Where memories are created

Where happiness never melts™

OUR ICE CREAM MENU



PRICE

CODE



PRICE 2

PRICE 3



PRICE 4

PRICE 5



PRICE 6

PRICE 7



PRICE 8

PRICE 9



PRICE 10

PRICE 11



PRICE 12

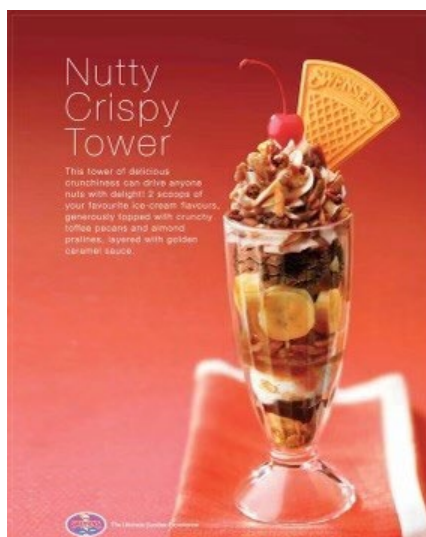
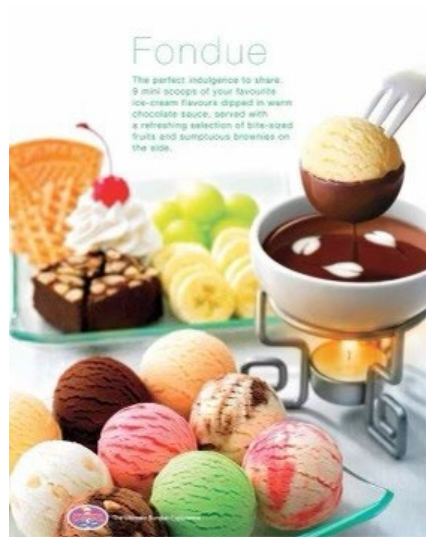
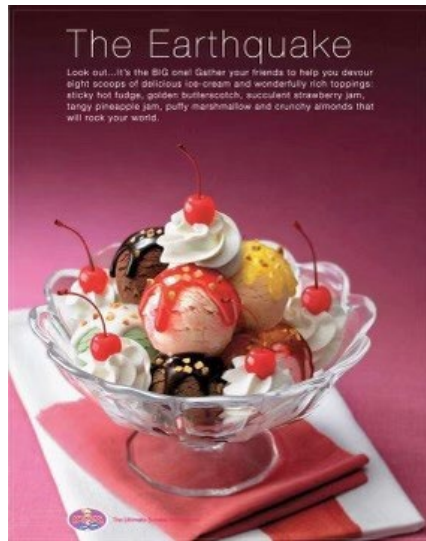
PRICE 13



PRICE 14

PRICE 15

OUR CREATIONS



OUR ENDLESS FLAVOR OPTIONS



OUR SUPPORT

Your success is the key to our success!

Our Partners are provided with:

- A comprehensive training program
- Real estate assessment
- Store design standards, guidelines and parameters.
- Standards Operating Procedures
- Brand Style Guide, Marketing assets, and promotional assistance.
- Supply chain support
- In-market training support
- On-going R&D commitment to developing innovative products prompting guests to return and keeping Swensen's ahead of competition
- On-going business and operational support



EXAMPLE

DINE-IN MENU



Hot Fudge Bonanza Split

Vanilla ice cream with fresh banana, hot fudge, butterscotch, almonds, whipped cream, chocolate sprinkles, cherry and wafer.



Strawberries, Bananas & Cream

Vanilla ice cream with fresh banana, strawberry jam, whipped cream, cherry and wafer



Tin Roof Sundae

Vanilla ice cream with hot fudge, peanuts, whipped cream, cherry and wafer



Coit Tower

A tower of Vanilla and Chocolate ice cream with chocolate fudge, strawberry jam, fresh banana, almonds, whipped cream, chocolate sprinkles, cherry and wafer.



Strawberry Stripes

Vanilla, Chocolate and Strawberry ice cream with strawberry jam, diced almonds, whipped cream, cherry and wafer.



Chocolate Ring-A-Ding

Chocolate and Vanilla ice cream with chocolate fudge, whipped cream, chocolate sprinkles, cherry and wafer.



Banana Split

Strawberry, Vanilla and Chocolate ice cream with fresh banana, strawberry jam, pineapple jam, chocolate fudge, chocolate sprinkles and almonds.



Treasure Island Float

Rich Vanilla ice cream with root beer poured in a tall, frothy mug.

KIDS DINE-IN MENU



Little Prince

Mini sundae with a scoop of Vanilla ice cream, sliced banana, chocolate fudge, whipped cream, chocolate chip, coco crunch, cookies n' cream and chocolate coated cherry.



Sweet Princess

A scoop of Vanilla ice cream served with sliced banana, strawberry jam, whipped cream, chocolate sprinkles, cherry and crispy waffles.

DELIVERY MENU



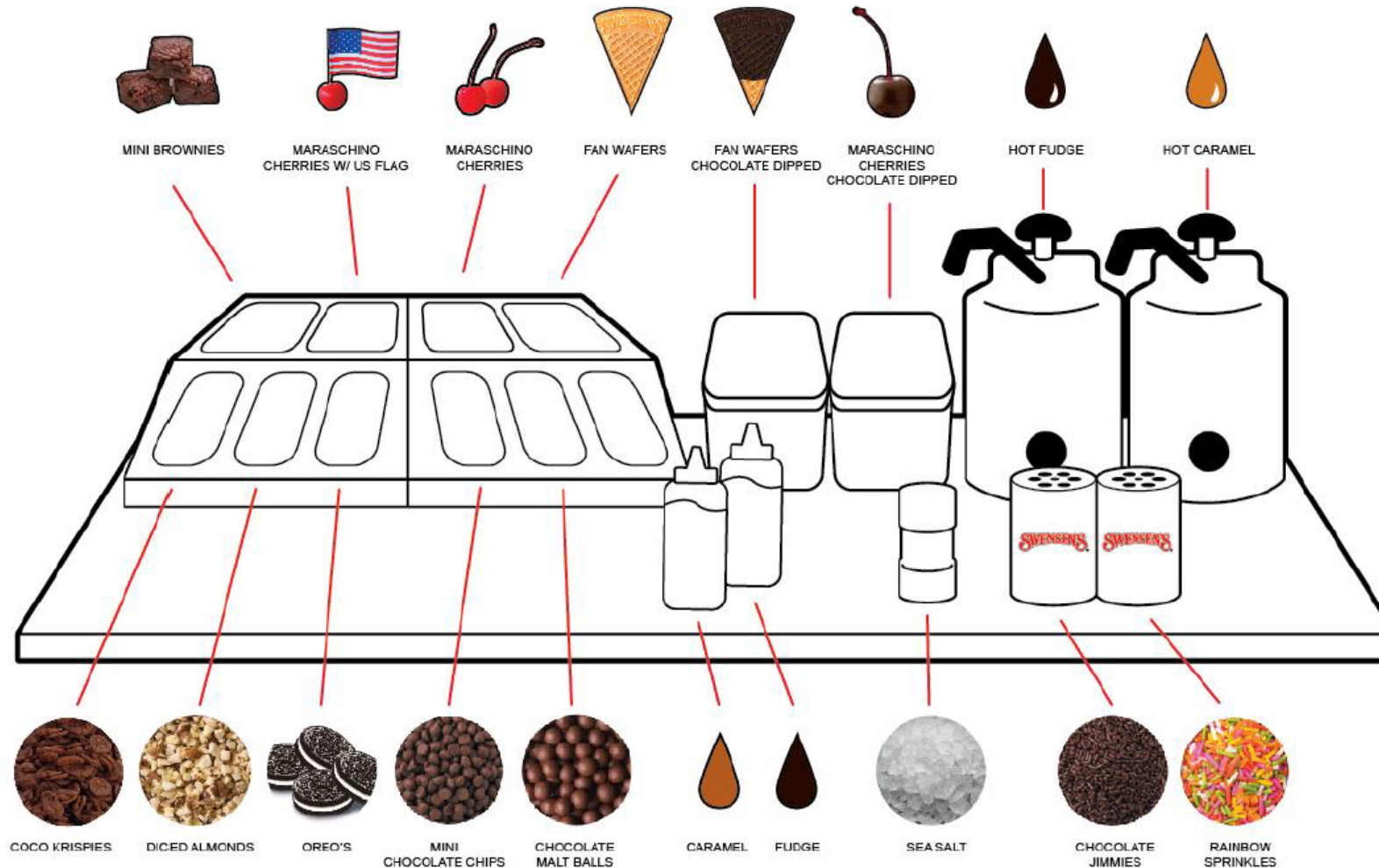
- White pint size cup with Swensen's logo decal can be used for the test.
- Decal artwork will be provided.

INGREDIENTS

- Swensen's Vanilla ice cream
- Swensen's Chocolate ice cream
- Swensen's Strawberry ice cream
- Whipped Cream
- Chocolate Fudge
- Butterscotch
- Banana
- Brownies
- Strawberry jam
- Pineapple jam
- Almonds
- Peanuts
- Chocolate sprinkles
- Fan wafers
- Round wafers
- Oreo
- Koko Krunch



WORKSTATION LAYOUT EXAMPLE



EQUIPMENT & SMALLWARE

Ref.	Brand/Type	Description
A	Master-Bilt FLR-80 White Flip Top Ice Cream Dipping Cabinet with Topping Rail - 54"	Holds up to (17) 3 gallon ice cream tubs, 10 topping bins. Condiment pumps and jars sold separately. Use R-134A refrigerant; 1/3 hp, 115V
B	Master Bilt A051-11151 Pump and Jar Assembly Set for FLR-80 Ice Cream Dipping Cabinets	Include 3 pumps, 7 jars, 7 lids, 6 ladles
C	Master Bilt 44-01121 Fruit Jar Lid for FLR Series Jars	
D	Regency 7" Ice Cream Dipper Well and Faucet Set	Dipper well with continuous flow of water is used for cleaning and storing ice cream scoops and spades in between scooping
E	Server 82060 Topping Warmer and Pump Dispenser - 120V, 500W	Ideal holding temp. for hot fudge is 130°F
F	Zeroll 1024-ZT Zerolon #24 Ice Cream Scoop / Dipper	1 oz. Silver End Cap
G	Zeroll 1016-ZT Zerolon #16 Ice Cream Scoop / Dipper	2 oz. Green End Cap
H	Zeroll 1012-ZT Zerolon #12 Ice Cream Scoop / Dipper	3 oz. Blue End Cap
I	Tablecraft 1851 9 1/4" Stainless Steel Black Handle Ice Cream Spade	
J	AvaWeigh PC10 10 lb. Compact Digital Portion Control Scale	
K	Cambro TG6135 Lugano 6" Clear Flat Grip Plastic Tongs	
L	Choice 3 1/4" Hotel Style Smooth Edge Paring Knife with White Handle	
M	Cnomg - Ice Cream Spoon, Stainless Steel.	4/pack. 9 Inch Long Handle Iced Tea Spoon, Coffee Spoon, Ice Cream Spoon, Stainless Steel Cocktail Stirring Spoons for Mixing, Cocktail Stirring, Tea, Coffee, Milkshake, Cold Drink
N	Libbey 5101 4.5 oz. Tulip Sundae Glass	36/case
O	Libbey 5210 Hoffman House 10 oz. Schooner Glass	12/case
P	Acopa 12 oz. Soda Glass	12/case
Q	Anchor Hocking 561G 8.25 oz. Crystal Banana Split Dish	3/pack
R	Royal Paper R827 2 1/2" American Flag Food Pick	100/pack
S	Choice 1 Pint White Paper Double-Wall Frozen Yogurt / Food Cup with Paper Lid	250/case - unbranded, plain white

IMAGE REFERENCE



A



B



C



D



E



F



G



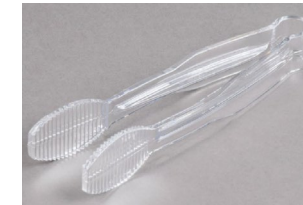
H



I



J



K



L



M



N



O



P



Q



R



S

MARKETING

The following marketing assets will be provided:

- Brand logo files
- Product images
- Ready-print menu design
- Packaging artwork
- Print / Digital marketing collaterals





THANK YOU

Contact us: info@swensensicecream.com