



# SHARK ICE CREAM

Our ice cream is scary delicious - come take a bite!



# ABOUT US & OUR MISSION

The brand Shark Ice Cream was created in 2022 in Europe – in cooperation with a Polish natural ice cream manufacturer, with over 30 year's experience. Our mission is to build a global brand of ice cream shops.





# OUR PRODUCTS



**NATURAL SEMI-SOFT  
ICE CREAM**



**NATURAL HANDMADE SCOOP  
ICE CREAM**



**CREAM/COCOA HARD  
ICE CREAM**



# OUR HANDMADE ICE CREAM FLAVOURS



**BANANA WITH  
DATES**



**ALOE VERA**



**WHITE  
CHOCOLATE WITH  
BLUEBERRIES**



**BLUE  
HAWAIIAN**



**COOKIE**



**CHOCOLATE WITH  
CALIFORNIA PLUM**



# OUR HANDMADE ICE CREAM FLAVOURS



**YOGHURT WITH  
BLACKCURRANT**



**RASPBERRY**



**MINT**



**AMBROSIA**



**BUBBLE GUM**



**COFFEE**



# OUR HANDMADE ICE CREAM FLAVOURS



**CHEESE CAKE**



**CARMELIZED  
SUNFLOWER**



**STRACIETELLA  
WITH MINT**



**CRANBERRY**



**APPLE PIE**



# OUR NATURAL ICE CREAM FROM MACHINE



**CHOCOLATE**



**SALTY CARAMEL**



**BLACKCURRANT**



**MANGO**

# OUR NATURAL ICE CREAM FROM MACHINE



**BLACK GOLD**



**BLACK GOLD & CREAM**



**HAZELNUT**



**STRAWBERRY**



Our top products are natural ice cream, but not only scoops but also from ice cream machines!

We will possess exclusive rights for selling these natural semi-soft ice cream from machines in all countries where we will have our distribution.

Our ice cream are 100% natural refreshing sorbets with fruit pieces. Fruit ice cream is frozen in similar temperature as hard ice cream, so we are sure that this will be a winning product in hot countries around the world.

## **NATURAL SEMI-SOFT ICE CREAM**

**Flavours:** cream / strawberry / mango / blackcurrant / hazelnut / raspberry and more.

## **NATURAL HANDMADE SCOOP ICE CREAM**

**Flavours:** apple pie / salty caramel/ cream/ pina colada/ oreo / caramelized sunflower / cream with meringue and blueberry / mascarpone with raspberry / prosecco / bubble gum / ferrero rocher / mohito / yoghurt with cherries / raspberry / banana with nutella and blueberries and more - in total over 100 flavours in offer.

## **CREAM/COCOA HARD ICE CREAM**

**Flavours:** cream / cocoa



# OUR KIOSKS PROJECTS



**AIR-CONDITIONED  
OUTDOOR KIOSK 20 FT**



**INDOOR KIOSK  
(FOR SHOPPING MALLS)**



**OUTDOOR KIOSK ON  
WHEELS**

**3 MORE PROJECTS COMING SOON IN  
JANUARY 2024**

**SHARK INDOOR  
MINI KIOSK**

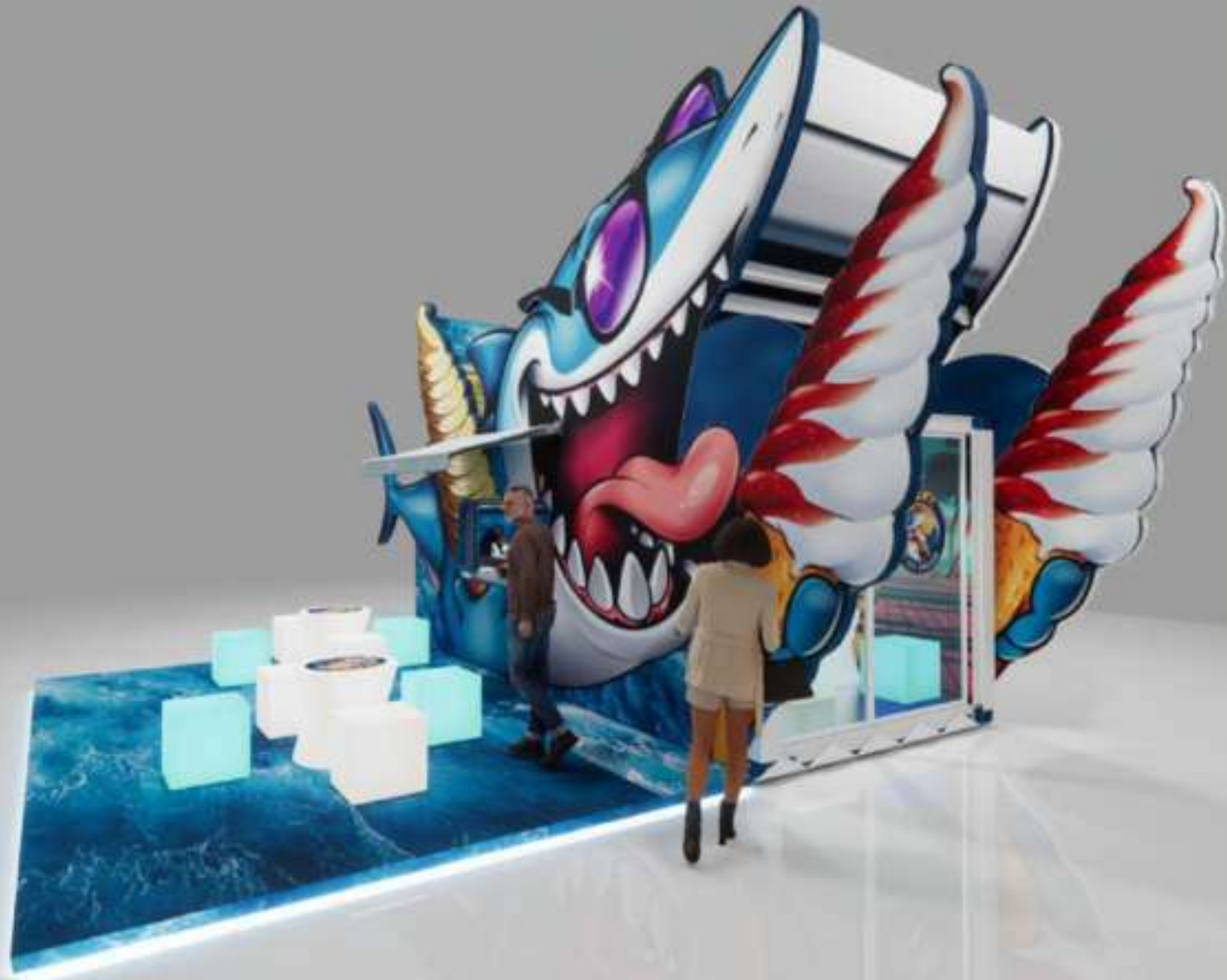
**SHARK DRIVE THRU  
KIOSK  
(AIR-CONDITIONED )**

**AIR-CONDITIONED  
OUTDOOR KIOSK 40 FT**





# OUTDOOR KIOSK - PHOTOS







**FRONT AND BACK VIEW OF THE KIOSK.**





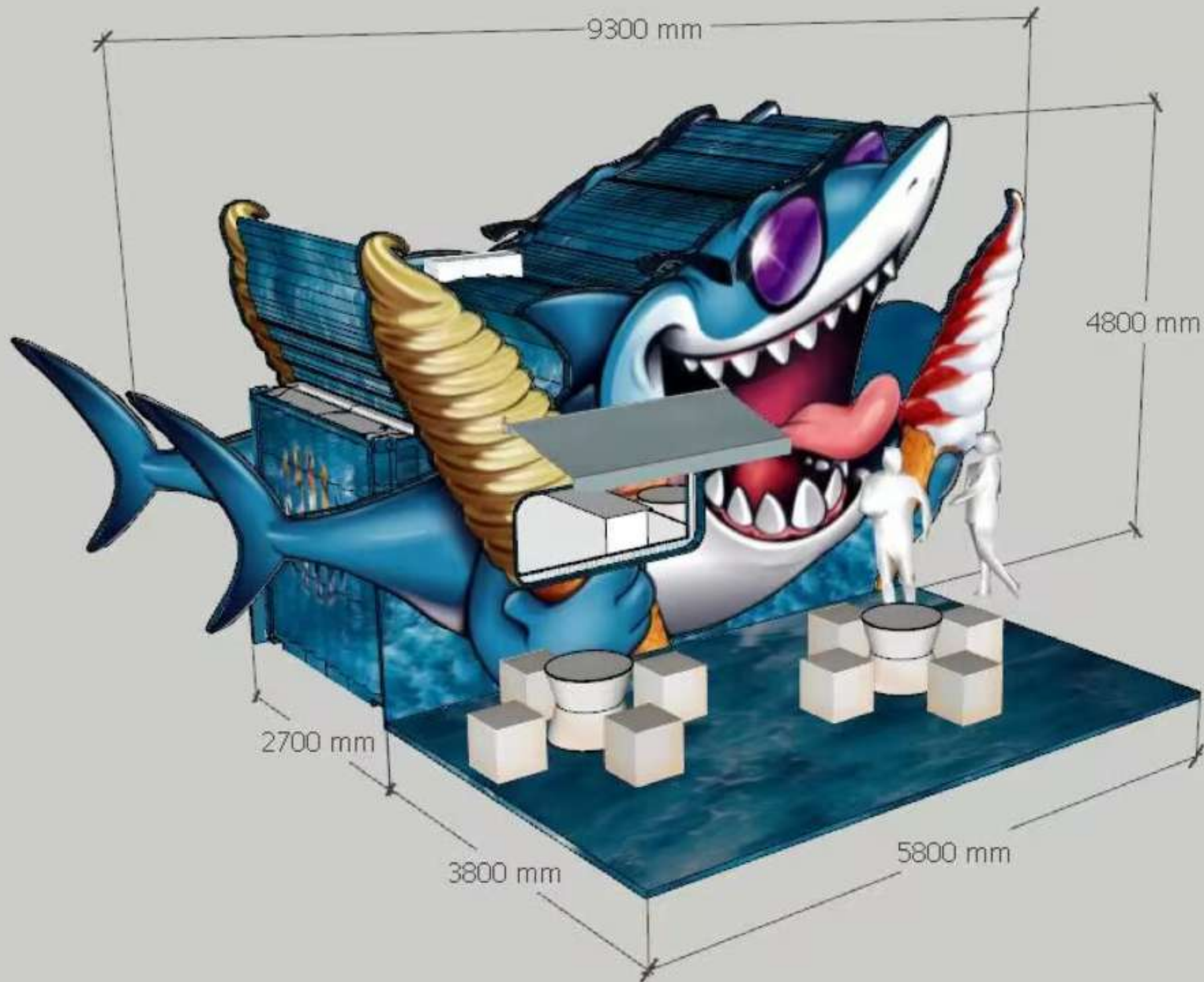


**THIS IS A PROJECT OF THE KIOSK'S  
INTERIOR. THE CUSTOMERS WILL BE  
GETTING INSIDE THROUGH THE  
SHARK'S JAW.**











# INDOOR KIOSK - PHOTOS







**AERIAL PERSPECTIVE OF THE INDOOR KIOSK. IT CAN BE AN INDEPENDENT ISLAND INSIDE ANY INDOOR LOCATION, FOR EXAMPLE SHOPPING MALLS.**







# ICE CREAM KIOSK- MOVABLE VERSION







# OUR WEBSITE PROJECT

Colorful 1980s in America and the style of MIAMI VICE movie became our main inspirations for a website design.





# BRAND OUTFITS

SHARK ICE CREAM outfits for hostesses inspired by the style of 80s and Miami Vice. The outfits will also have visible logos of our brand.





Eye-catching element of our brand  
SHARK ICE CREAM will be American  
roller skates, which hostesses will be  
wearing. Hostesses will skate along  
beaches and other tourist attractions and  
of course near our ice cream shops.





The outfits below will be used for promotion of our brand in clubs,  
discos, especially those near beaches.





Our employees will wear outfits inspired by the style of 1980s and „Miami Vice” movie. These outstanding outfits will be worn not only by hostesses but also by ice cream sellers in our ice cream shops. Outfits will differ for the employees according to their positions. Moreover, outfits could also be designed and prepared according to different cultural standards.





**PROMOTION OF OUR BRAND IS VERY IMPORTANT - WE WANT OUR BRAND TO BE RECOGNIZABLE.**





# ICE CREAM DELIVERY BY OUR ROLLER SKATING GIRLS



Our roller skating SHARK GIRLS will deliver ice cream to customers (in special little shark-shaped freezers) to places within 1 km from each Shark Ice Cream Shop worldwide (especially in cities near seaside). Ice cream will be delivered e.g. to a beach, hotel, or any other location indicated by a customer within 1 km from our Ice Cream Shop. Ice Cream will be ordered by customers via dedicated application.



# SHARK ICE CREAM BRAND - GOALS & PLANS

Our goal is to build a global chain of ice cream shops ( 2023-2025 ).

We are going to open at least 100 our own ice cream shops in few countries on few continents, and other shops will be a franchise.

These franchise ice cream shops will bring extra benefits to brand as we will be supplying them in products, machines and know how.

Our brand will be outstanding when it comes to products quality, design and employees who will wear outfits inspired by the style of 80s and „Miami Vice”. Our beautiful hostesses from Poland and other countries will promote the brand along beaches roller skating. Apart from our own ice cream shops, we are going to open franchise opportunities, so that the brand will make some extra money on that.





# OUR CRUCIAL GOAL IS SERVING THE BEST QUALITY ICE CREAM WORLDWIDE IN FOLLOWING LOCATIONS:

**POLAND**  
2023



**FRANCE**  
2024



**MIDDLE EAST**  
2024



**SPAIN**  
2024



**USA**  
2024



**GREAT BRITAIN**  
2024



**GERMANY**  
2024



**ITALY**  
2024



**PORTUGAL**  
2024



**GREECE**  
2024



**CROATIA**  
2024



**SWITZERLAND**  
2024



**ASIA**  
2025



**BAHAMAS**  
2025



**SOUTH AFRICA**  
2025





# 01.09.2023 - OPENING OF FIRST ICE CREAM SHOP IN POLAND

## Sopot - classical ice cream shop





























# HAPPY CUSTOMERS AFTER TASTING SHARK'S ICE CREAM





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# HAPPY CUSTOMERS AFTER TASTING SHARK'S ICE CREAM



**CROWDS EVEN IN THE EVENING AFTER HIGH SEASON**



















Mission of Shark Ice Cream brand is building a chain of ice cream shops - in the shape of a shark. However, there will be some exceptions as in Sopot - classical form of ice cream shop.



# BRANDING OF SHARK ICE CREAM CARS AROUND THE WORLD





# FETELA RALLY TEAM

We started constant cooperation with rally Piotr Fetela- Fetela Rally Team.

Piotr Fetela became member of our SHARK ICE CREAM project. Fetela Rally Team is going to start in motor cross races in Europe and the USA since 2024 driving a car funded by Shark Ice Cream brand.





# FETELA RALLY TEAM

PIOTR FETELA - 2 TIMES VICE-CHAMPION OF AMERICAN RALLY NATIONAL CHAMPIONSHIP.





# COOPERATION WITH OTHER SHARKS

SHARKS GDYNIA - [HTTPS://GDYNIASHARKS.PL/](https://gdyniasharks.pl/)

Mission of SHARKS GDYNIA is teaching children to enjoy sports, live a healthy lifestyle and respect healthy rivalry.  
The project includes:

- Volleyball Academy
- Basketball Academy
- sports classes for kids and teens
- professional trainings
- Cheerleaders
- Basketball Amateurs League
- Basketball Professionals League
- Sharks Dance
- Sharks Events

**SHARKS**  
**VOLLEYBALL**





# SHARKS GDYNIA





# SHARKS TRAVEL

[WWW.SHARKSTRAVEL.PL](http://WWW.SHARKSTRAVEL.PL)

SHARKS  
TRAVEL



SHARKS TRAVEL is a project designed for children, teens and whole families. They organize summer and winter camps for children, trips, events, diving courses, kitesurfing trainings and other activities.



SHARKS FROM ALL OVER THE WORLD UNITE



# FETELA RALLY TEAM

Project of a car design for Fetela Rally Team with Shark Ice Cream branding





# OUR INNOVATION - ICE CREAM SERVED BY ROBOTS

From spring 2024, we plan to introduce the sale of ice cream from vending machines in most of our ice cream kiosks, which will be operated by robots. We will be the first chain of ice cream kiosks in Europe and the USA to introduce such an innovative form of selling ice cream. The SHARK ICE CREAM brand refers both to the climate of the colorful 80's, and also looks into the future by using the latest technologies that will automate the sale of ice cream. Thanks to this, the number of employees needed to operate the ice cream kiosk will be reduced, and the robots will attract both ice cream lovers and fans of modern technologies. Our team includes specialists in both automation and robotics.



**INNOVATIONS LIKE THESE ARE  
ALSO SUPPORTED BY  
EUROPEAN UNION SUBSIDIES  
UP TO 80%.**





# DIGITAL LOYALTY PROGRAM

The customer registers for the program via a QR code, collects points, and we assign prizes. It is a popular system in Western Europe and Scandinavian countries. SHARK ICE CREAM will be a pioneer of this solution in Poland.

The loyalty program uses a built-in solution - for Android phones it is Google Pay for iOS devices Apple Wallet. The loyalty program is digital, so ecological and from the customer's point of view it works without updating (because it does not require it) and without access to the Internet.





# PHOTO SESSION

A trial photo session in Sopot,  
showing our hostesses in outfits of SHARK ICE CREAM brand.





















see you soon !





OUR ICE CREAM IS SCARY DELICIOUS,  
COME AND TAKE A BITE!



[www.sharkicecream.com](http://www.sharkicecream.com)

*Shark Ice Cream*

