

VAMPIRE PENGUIN

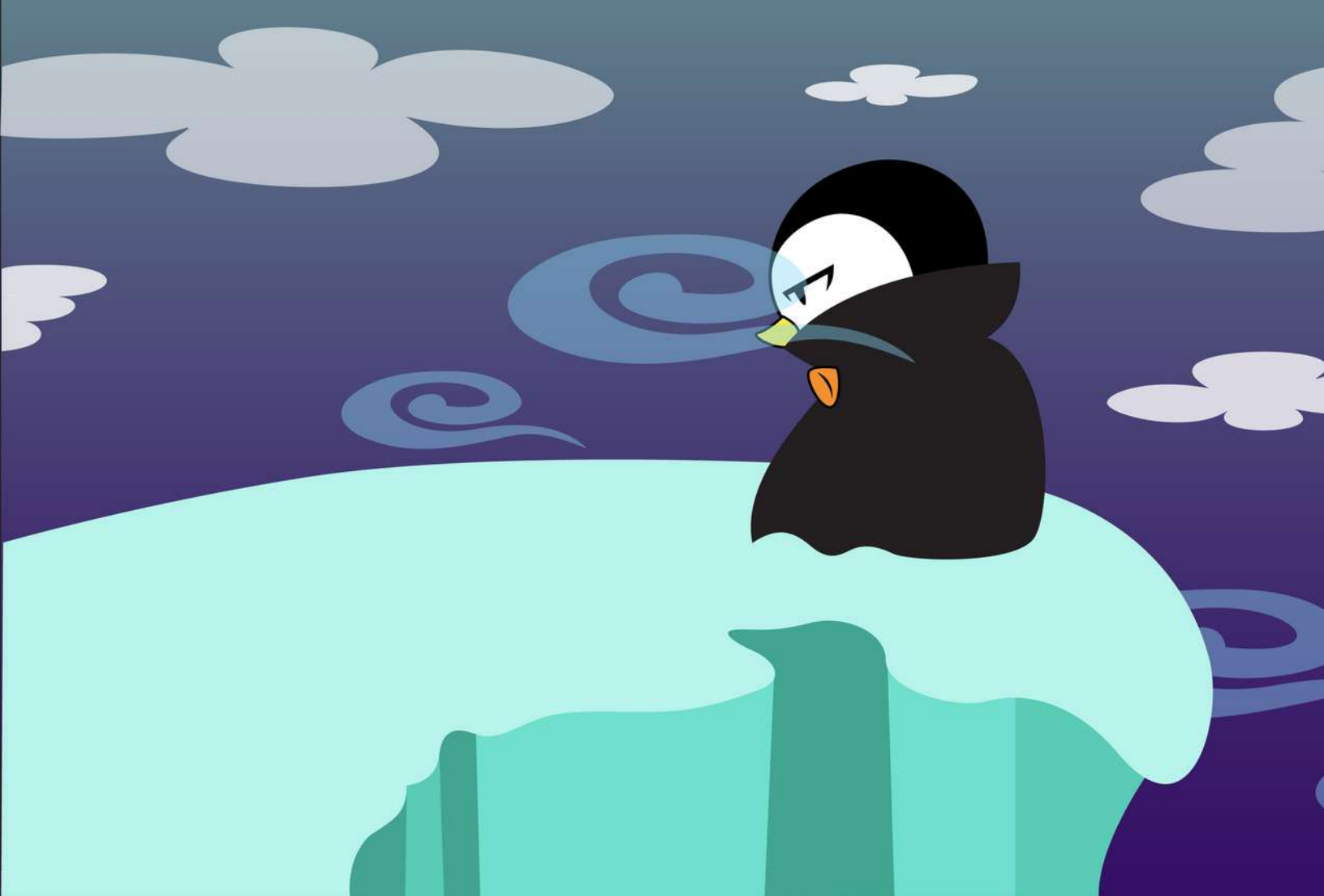


BRINGING FRIENDS AND FAMILIES TOGETHER
WITH SHAVED SNOW MAGIC

VAMPIRE PENGUIN

SHAVED SNOW AND DESSERTS

"A HUMAN'S GUIDE TO BECOMING A PART
OF THE VAMPIRE PENGUIN FAMILY"



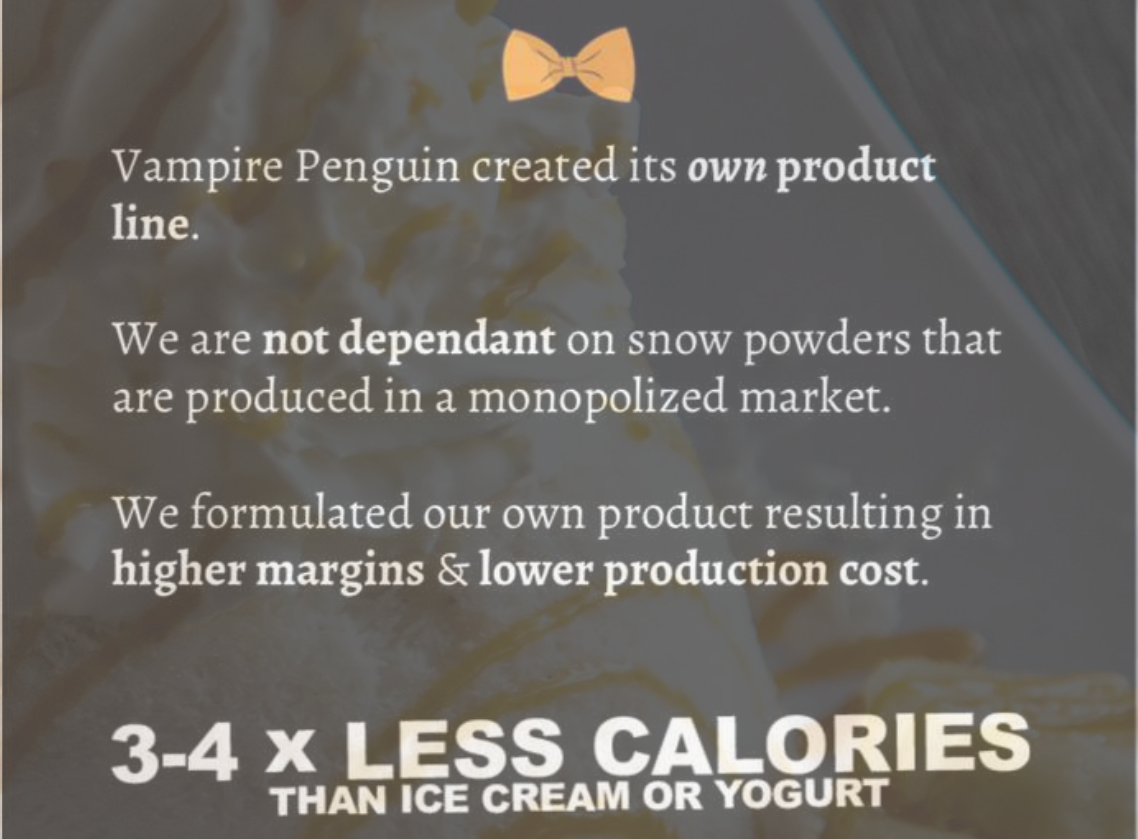
Who is Vampire Penguin?



Vampire Penguin is a penguin who lives in the North Pole. Even though there aren't any other penguins in the North Pole, Vampire Penguin lives there because he is a vampire. Stylishly eerie, the caped avian rules the dark polar skies. But behind his nonchalant eyes, Vampire Penguin truly misses his penguin family and longs to be with them, hence, he conjures shaved snow magic, fluffy, cakey, ice desserts to bring friends and families together, a source of infinite joy, to his infinite void.

What is Vampire Penguin shaved snow?

Vampire Penguin shaved snow is a unique interpretation of shaved ice. Not to be confused with snow cones, Vampire Penguin shaved snow is light, smooth, and fluffy. Penguin vampy's (our beloved customers) can customize their snow by desiring a flavor, pairing them with their favorite toppings, making endless creations, or they can pick from a genius set of combinations concocted by the caped-avian himself.



Vampire Penguin created its *own* product line.

We are **not dependant** on snow powders that are produced in a monopolized market.

We formulated our own product resulting in **higher margins & lower production cost.**

3-4 x LESS CALORIES
THAN ICE CREAM OR YOGURT

**Non-dairy. 4x less sugar and fat than ice cream or yogurt.
Will be the #1 contender as an alternative to ice cream**



*Love at
first
bite*

The Taking Over the World Plan

We are licensing the trade name and operation know-how of Vampire Penguin to dedicated operators in their non-compete territories . We are not a franchise and the biggest difference is that we don't control or dictate the licensee's marketing or operations. We also allow the licensee to grow and tailor their menu to complement their demographic so long as both parties are involved in this modification.

Licensing is ultimately more feasible than franchising because we allow the licensee to control their over-all start-up costs, allowing the licensee to source their own contractors, construction costs, etc. Our guarantee is to guide the licensee throughout the process, applying our experience opening more than 10 retail stores. We will also provide the initial training and guide the licensee in designing and executing their very own store.

We believe that the success of the Vampire Penguin brand is dependent on independent, yet united licensees.

“Would come everyday if I could.”
- Leah D.

“...neither of us took a breath until we had scraped our plate clean.”
- Jane D.

“Loved every bite.”
- Kelly D.

“Complete taste bud orgasm.”
- Elizabeth G.

“The texture and quality of the Snow is perfect.”
- Max M.

“AHHHMAZING!!!!”
- Michelle C.

“Can't wait to go back and try all the flavors and toppings.”
- Cecilia T.

“...I was in love at first sight and immediately threw myself at this magestic perfectly shaped delectable snow.”
- Jennifer M.

“My husband literally fell in love with their desserts...”
- Miranda T.

“Holy f#@king s#*t did this place blow my mind...”
- Audrey C.



1. Vampire Penguin
★★★★★ 127 reviews
\$ - Desserts, Shaved Ice



2. Vampire Penguin
★★★★★ 709 reviews
\$ - Desserts, Shaved Ice



3. Vampire Penguin
★★★★★ 239 reviews
\$ - Desserts, Shaved Ice



4. Vampire Penguin
★★★★★ 203 reviews
\$ - Desserts, Shaved Ice, Poke

THINGS TO PONDER AND PREPARE FOR:

Location, location, location.
Think near schools, tourist spots, movie theaters

800-1200 square feet and preferably a previous food facility

It will be best to employ a commercial real estate agent to assist you in securing a location

Licensees have opened their fully equipped stores ranging from \$50K-\$150K depending on a few factors

ROI ranges from 6 months - 2 years
Profit margins range from 10%-40%
Factors are highly dependent on licensee and location

Gross sales ranging from \$250K-\$750K per year depending on strength of location. Average time for a licensee to open is 2 months - 6 months

Vampire Penguin is also open to expanding into food trucks, kiosks, pop-ups, delivery business model, etc. Each start up costs will be discussed and evaluated per case.

VAMPIRE PENGUIN SNOW POWDER

Vampire Penguin snow powder is the only product Vampire Penguin sells and exclusive only to licensees.

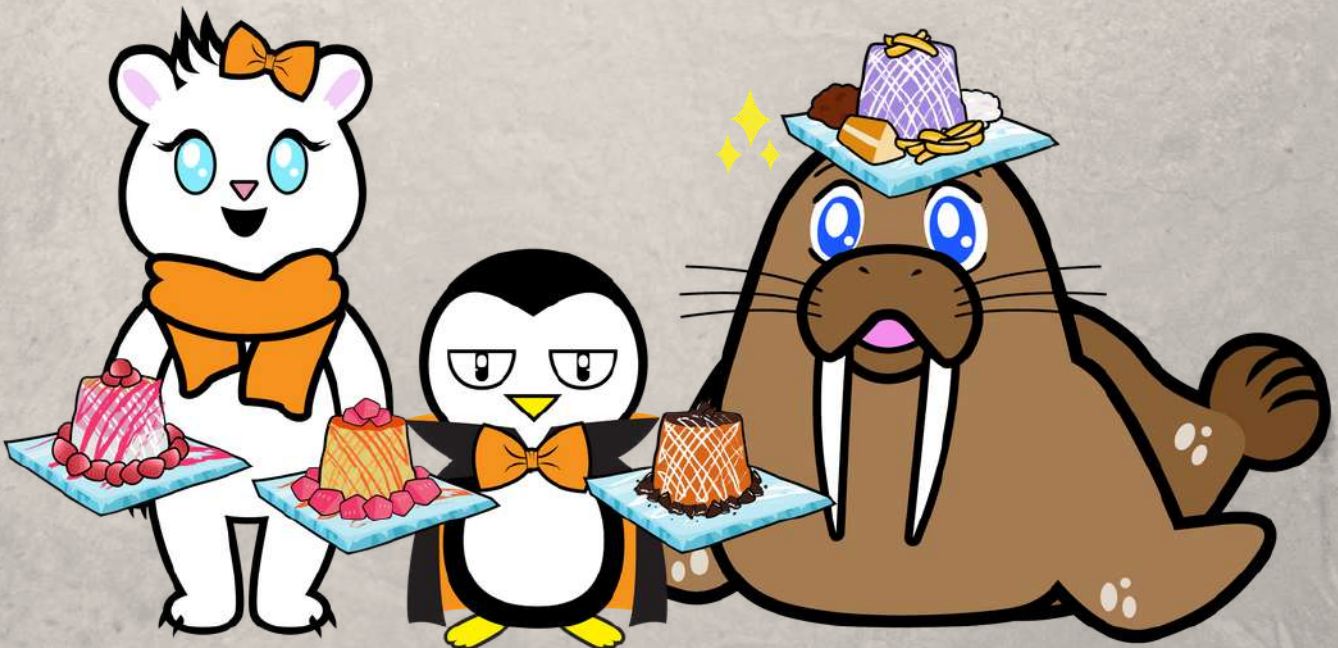
Vampire Penguin snow powder comes in a variety of flavors that will make up the licensee's menu. Snow powder is packed in 10 lb boxes (11"x6"x9.5"), has a shelf life of 2 years, and can be shipped locally, nationally, and internationally.

Each snow powder pack is \$100 per pack plus shipping

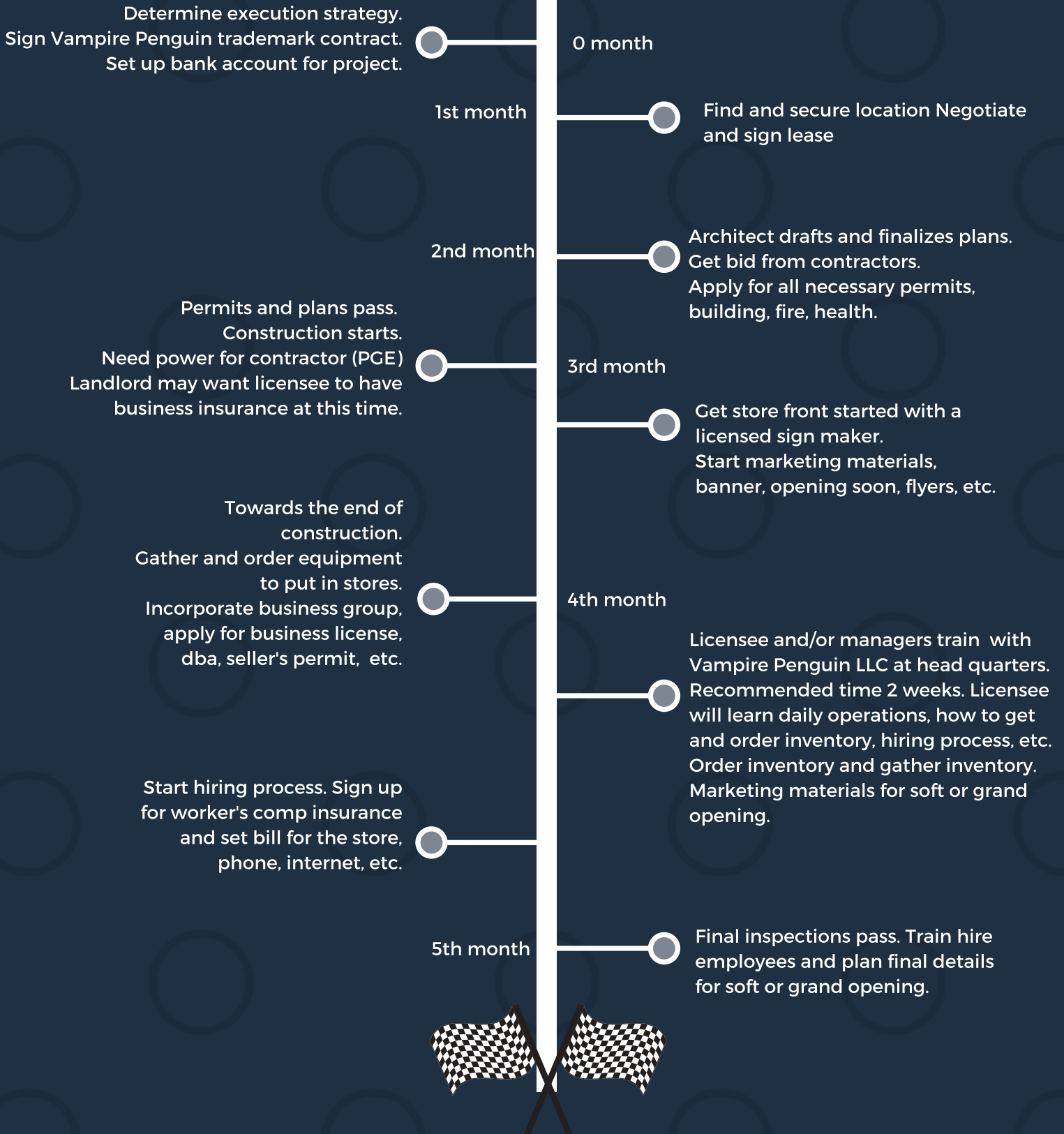
Each snow powder pack makes (10) ten flavored ice blocks (2QT)

Each flavored ice blocks (2QT) makes an average of 12 servings

Average ticket price per serving is \$7



Typical time line and what to expect



Your journey starts here :)

CONTACT US

Schedule a phone conversation with us or email us any questions or ideas you might have.

We are open to licensing multiple locations and master licenses in bigger regions and countries.



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