



SNOWDAYS

SHAVED CREAM CO.

WELCOME TO SNOWDAYS

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INTRODUCTION

**SNOWDAYS SHAVED CREAM COMPANY IS
REVOLUTIONIZING THE FROZEN DESSERT INDUSTRY.
OUR COMPANY IS FOCUSED ON CREATING AN
EXPERIENCE UNLIKE ANY OTHER, ONE THAT NEEDS TO
BE SHARED.**

WARNING, SMILES ARE CONTAGIOUS.

WHAT IS SHAVED CREAM?

Shaved cream is a new category in frozen desserts. It is a hybrid of shaved ice and ice cream. With this delicious combination, we are able to achieve the texture of fluffy snow with the taste and creaminess of ice cream. Our shaved cream comes in a variety of flavors and is made with the freshest organic milk. We accompany our Shaved cream with an assortment of fresh and fun toppings for anyone's tastes. Our shaved cream also has a low calorie count and is less fattening than most of the frozen yogurt you see today.



THE ORIGINS

Shaved ice has long been a traditional dessert found in many different Asian Cultures. Taiwanese shaved ice, Korean Bing Su, Halo Halo in the Philippines along with many other variations.

Only recently have actual flavors been pre-mixed into the ice to create a more flavorful treat. Snowdays took it one step further and created a hybrid between Shaved Ice and Ice Cream. Using low fat dairy instead of water and mixing in unique flavors before freezing them into creamy blocks of shaved cream.

Once shaven, the blocks are transformed into fluffy ribbons of snow cream that melts like ice cream in your mouth with a smooth creamy texture. Something that is truly unique to this concept.

Since the inception of this concept, it has quickly becoming the fastest growing category in Frozen Desserts, with Snowdays leading the charge.



INNOVATION

This concept being an evolution of an Asian dessert was mostly offered in traditional flavors like green tea and black sesame. We knew that there was the potential to create new and unique flavors that would have a further reach. We felt that shaved cream could really be debuted to a mass audience with more diverse flavor profiles that identified to a bigger audience. These values birthed some of our unique flavors like Yetitracks which is a combination of Blueberries and Oreos and classic New York Cheesecake.



A LITTLE HISTORY

LETS TAKE A WALK
BACK TO 2014



WHERE IT STARTED

Tony Quach developed the brand and concept, birthing Snowdays Shaved Cream Company. Our Shaved cream is made with fresh local dairy and seasonal produce, hand crafted in small batches on site to ensure consistency and quality. Shaved cream is low in calories and packed with creamy flavors, shaved cream is the frozen desert of the future. It is something that is truly unique and is unlike any other dessert experience. We pride ourselves in doing something we consider, very special.



HUMBLE BEGINNINGS

Snowdays started off by testing the concept at a food fair in Long Island City as well as a few special catered events. We received tremendous positive feedback and eventually moved to a brick and mortar, which is now our flagship location in the East Village. We were able to turn our dreams into a reality and we want to now offer others the same opportunity.



OUR FIRST YEAR

Snowdays opened its doors in the East Village on 10th Street in September of 2014. Since the opening, Snowdays has become the dessert destination for New Yorkers.

We knew it was a big risk opening up right before winter, but with word of mouth and a product to stand behind it, we stayed busy through out the winter and could not keep the doors closed.

We barely kept up with demand during the colder months, we knew that we were going to have to expand our production. Shortly after our neighbors left their space, we took it on to increase our production space, to prepare for Spring 2015.



EXPANSION

There was so much interest in what we were doing and with such a huge demand for our product, we decided to expand within New York City.

Flushing is one of the biggest emerging markets in New York City and we wanted to be a part of that growth. So we signed a lease on June 2015 for our second location and opened Snowdays Flushing in mid August 2015. We were excited to bring shaved cream to the outer boroughs.



Flushing was a huge hit and has been developing a following of its own within the outer borough of Queens, NY.

West Village opened up a week later and has become a welcomed addition to the dessert options in the neighborhood.

We have future expansion plans in other popular New York neighborhoods in 2016.

Snowdays will also be an addition to the American Dream Project in the Meadowlands, New Jersey in 2017. Part of their indoor ski mountain "Big Snow".



CHANGING THE GAME

SNOWDAYS HAS BEEN A “GAME CHANGER” ON THE NEW YORK DESSERT SCENE, SINCE INCEPTION. OUR INSTANT NOTORIETY CREATED A ENORMOUS SOCIAL MEDIA PRESENCE AND ONE OF THE MOST POSTED EATERIES IN NEW YORK CITY.

PRESS

ZAGAT.

GOTHAM

BuzzFeed

COOKING
CHANNEL

GRUB STREET

BAZAAR
Hopson

VOGUE

HAUTE LIVING

NEW YORK POST

People

**BUSINESS
INSIDER**

THE QUEENS
COURIER
QUEENSCOURIER.COM



The Couch Sessions: Every Day's a Snow Day at Snowdays NYC



Yahoo Travel: 18 of New York's Most Delicious Dishes



New York Bites: Snowdays Shavery: Best of Ice Cream

YELP

Since our opening in Fall 2014, we have generated thousands of reviews on Yelp at a 4.5 out of 5 star rating. Something that is almost unheard of in any eating establishment nationwide. To have such a high volume of reviews with a nearly perfect rating is something that we are very proud of. That 4.5 star rating has been consistent with with each new opening.



The screenshot shows a Yelp search results page for "Snowdays" in New York, NY. The search bar contains "Find Snowdays" and the location is set to "Near New York, NY". The page displays three search results for "Snowdays" in different neighborhoods: East Village, West Village, and Downtown Flushing, Flushing. Each result includes a photo, a star rating, the number of reviews, a price range, and a list of menu items. A map on the right side of the page shows the locations of the three "Snowdays" establishments marked with red pins and numbered 1, 2, and 3. The map also shows the Hudson River, Upper Bay, and various highways like I-95, I-278, and I-495.

Snowdays New York, NY Showing 1-10 of 24

Filters: \$, \$\$, \$\$\$, \$\$\$\$ Open Now All Filters

- 1. Snowdays** (East Village) 4.5 stars, 802 reviews. \$ - Shaved Ice, Desserts, Ice Cream & Frozen Yogurt. Reviewed by 4 friends, 1 you're following.
- 2. Snowdays** (West Village) 4.5 stars, 79 reviews. \$ - Desserts, Shaved Ice, Ice Cream & Frozen Yogurt.
- 3. Snowdays** (Downtown Flushing, Flushing) 4.5 stars, 280 reviews. \$ - Desserts, Shaved Ice, Ice Cream & Frozen Yogurt.

Mo' Map | Redo search when map moved

Ads by Google: gdonnmd.com (718) 424-8100

SOCIAL MEDIA



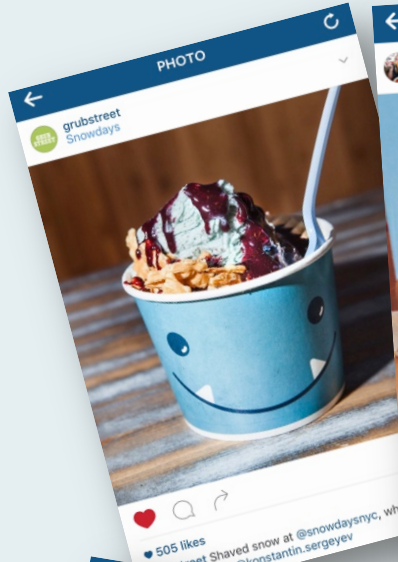
Snowdays is thriving on social media and we preserve a strong connection to our customer base through strategic social media channels. This is how we have sustained a grassroots following that is still growing each day. Notable food and fashion bloggers have contributed a great deal to our exposure and ongoing presence within our community of followers and fans.

Our shaved cream creations are made for Instagram. Patrons have their phones ready to take a picture as soon as their edible pieces of art are finished being shaved, and topped. Snowdays creates something that is fun to share!





Instagram



FRANCHISING

WE WANT SNOWDAYS' SHAVED CREAM TO BE ACCESSIBLE BY EVERYONE, AND WITH THE SUCCESS OF OUR CURRENT LOCATIONS, WE DECIDED TO OFFER THE SAME OPPORTUNITY TO OTHERS BY PROVIDING A FRANCHISE PACKAGE THAT IS PROVEN AND FUN.



WHY FRANCHISE?

- Immediately improve your competitive edge by joining an already successful brand
- Avoid the mistakes of new business owners, we have a formula that works
- Use our resources and experience in site selection, store design, continual training and market strategizing
- Improve your profitability and efficiency by utilizing our processes and proven product
- Secure market share with our brand and professional support



FRANCHISE REQUIREMENTS

We are looking for territory developers and single-unit operators to help us bring the Snowdays experience to everyone. Candidates should have proven leadership skills and sufficient net worth. If you meet these criteria and love the Snowdays brand, please reach out to us!

Financial Resources — A minimum liquidity of \$250,000, a minimum net worth of \$800,000, and ability to access credit.

Operational Excellence — Live in the local market and have superior customer service, extensive operations, and strong store management experience.

Passion for Snowdays — Share Snowdays values to exceed customer expectations, and believe in distinct products, outstanding service, and inspirational design.

Snowdays franchise (license) fee is \$40,000 in the United States, some concessions may be made with commitments to multiple locations.

Snowdays royalties are 7% of gross sales.

Term of the license is typically 10 years with options to renew for franchisees in good standing

SNOWDAYS BRANDING

YETITRACKS /YE-TI-TRACKS/ ('YE-TE'TRAKS)

**N. A SHAVED CREAM FLAVORED WITH BLUEBERRIES AND OREO COOKIES,
KNOWN TO BE THE YETI'S FAVORITE TREAT.**



WHAT WE ARE ABOUT

Our brand is based on the nostalgia of what a snow day meant to a kid. No school, playing in the snow and a break from the real world. Snowdays Shaved Cream Company strives to be a fun and recognizable brand. With every cup we shave, we try to create a sense of fun that invokes happiness and flashbacks to childhood memories. From our magic color changing spoons, to our variety of classic toppings to our giant friendly mascot Eddy the Yeti, we try to bring each customer to a happy place that is vaguely familiar.



MARKETING MATERIALS

We have a wide variety of marketing assets we offer in our franchise package.

- Custom cups
- Business cards
- Banners
- Printable menus
- Seasonal posters
- Banners
- Signage options
- Neon logos
- Eddy the Yeti Illustrations



THE SNOWDAYS MENU

We have a fun flavors and always developing more. Our famous Yetitracks™ is a great example of how unique our flavors can be.

Snowdays offers a simple menu with four easy-to-follow steps to customize your own treat. If your customers have trouble deciding, don't worry. We offer a variety of fun suggested combinations that have been proven to be yeti and human favorites!

SNOWDAYS
SHAVED CREAM CO.

STEP 1

CHOOSE YOUR **SIZE**



REGULAR
\$5



LARGE
\$7



YETI
\$10

STEP 2

CHOOSE YOUR **FLAVOR**

YETITRACKS

- ROASTED BLACK SESAME
- NY CHEESECAKE
- SWEET MILK
- GREEN TEA MATCHA
- COCONUT (VEGAN)

STEP 3

CHOOSE YOUR **TOPPINGS**

50¢ EACH

<ul style="list-style-type: none"> POCKY STICKS MOCHI RED BEAN GRASS JELLY ALMONDS PEANUTS WALNUTS 	<ul style="list-style-type: none"> M&M'S OREOS WAFFLE CONES SPRINKLES NILLA WAFERS MARSHMELLOWS COCONUT 	<ul style="list-style-type: none"> BROWNIE FRUITY PEBBLES CAP'N CRUNCH FROSTED FLAKES LUCKY CHARMS GRANOLA
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STEP 4

CHOOSE YOUR **DRIZZLE**

50¢ EACH FOR EXTRA DRIZZLE

<ul style="list-style-type: none"> BLUEBERRY PUREE STRAWBERRY PUREE CHOCOLATE SYRUP CONDENSED MILK 	<ul style="list-style-type: none"> PEANUT BUTTER SAUCE WHIPPED CREAM HONEY SALTED CARAMEL
--	---

YETI FAVORITES

REGULAR \$6 · LARGE \$7 · YETI \$9

YETI FOOD

YETITRACKS SNOW CREAM, BANANAS, SUGAR CONES AND BLUEBERRY PUREE

MADE IN TAIWAN

GREEN TEA SHAVED CREAM, GRASS JELLY, MOCHI AND CONDENSED MILK

THE NEW YORKA

NY CHEESECAKE SNOW CREAM, NILLA WAFERS, STRAWBERRIES AND WHIPPED CREAM

THE ORIGINAL

SWEET MILK SHAVED CREAM, CAP'N CRUNCH, BLUEBERRIES AND PB SAUCE

ALMOND JOY

COCONUT SNOW CREAM, ALMONDS, M&M'S AND SALTED CARAMEL SAUCE

YETI FAVORITES

LARGE SPLIT COMBO \$9

'MERICA

SWEET MILK AND YETITRACKS SNOW CREAM, STRAWBERRIES, BLUEBERRIES, FROSTED FLAKES, MARSHMELLOWS, COCONUT PUREE

GOT SEOUL

BLACK SESAME AND GREEN TEA SNOW CREAM, RED BEANS, ALMONDS, MANGO, MOCHI, CONDENSED MILK

DRINKS

WATER	\$1.50
BOYLAN SODA	\$2.50
MASH SODA	\$2.50
SPINDRIFT SELTZER	\$2.00
SAN PELLEGRINO	\$2.00
COLD BREW COFFEE (WINTER)	\$3.50
SNOW SHAKES	\$5.00
FLOATS	\$4.50

LOCATION STANDARDS

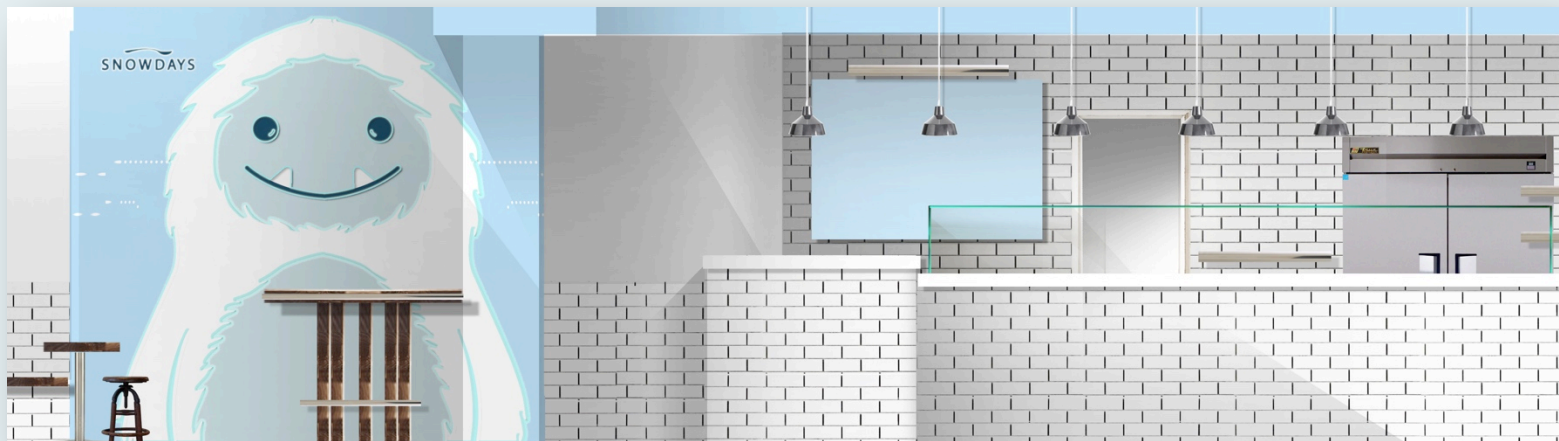
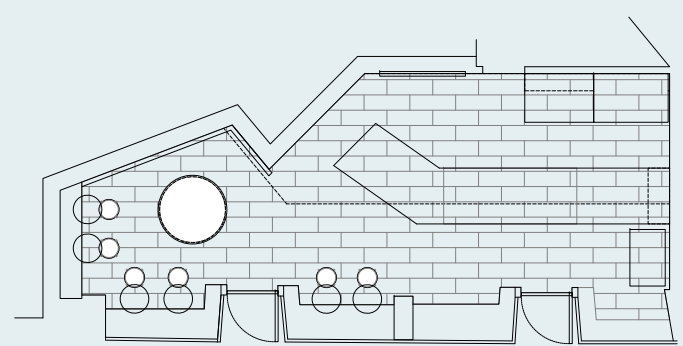
EVERY SNOWDAYS LOCATION OFFERS A WELCOMING ATMOSPHERE WITH WARM WOOD ACCENTS ALONG SIDE A VINTAGE INDUSTRIAL LOOK. WE AIM FOR SOMETHING LAIDBACK AND INVITING TO PEOPLE OF ALL AGES AND WALKS OF LIFE.

DESIGN ASSISTANCE

Our company works with reputable designers and architects that consult us in space management and design. We try to create the most efficient space for work flow among our three stations: Register, Shaver and Toppings.

All of our designs and layouts will meet both Department of Health and Department of Buildings codes and standards.

Key features in our store design like, subway tiling, wooden tables and vintage neon lighting come together in a fun look unique to Snowdays.



OPTIONS TO EXPAND YOUR BUSINESS

Seasonal Offerings & Marketing Packages

We offer different promotional packages. These include special flavors and marketing programs for holidays and seasonal offerings.

Snowdays Café

Snowdays offers additional menu offerings for those franchisees that want to expand their menu into drinks. Included in that package would be:

- Coffee and Espresso Program
- Special Hot Chocolate Menu
- Cold drink menu, Snow Shakes, Matcha Drinks, Teas
- Recipes for Specialty desserts, Brownies and Cookies

Catering & Events

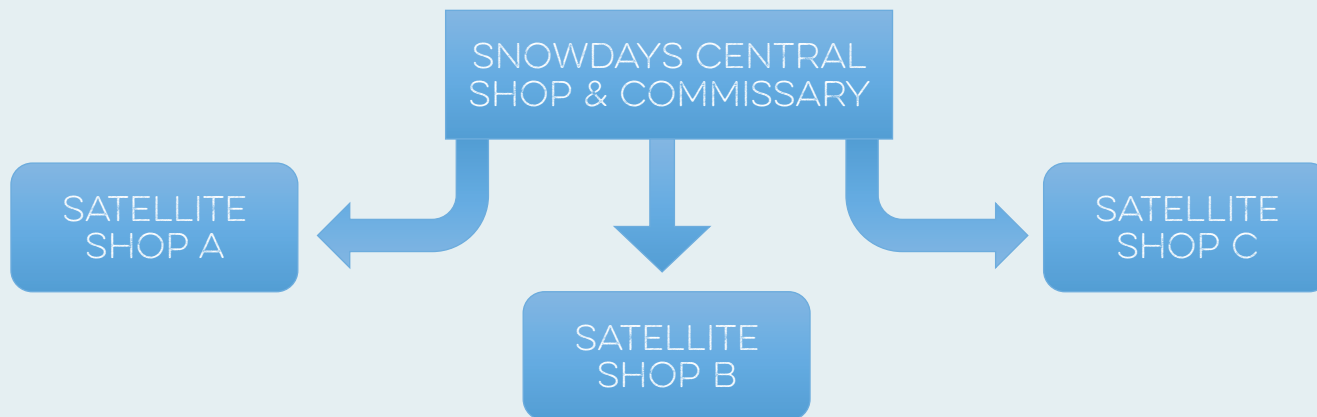
Snowdays offers onsite catering and event kiosks. We have developed a catering program that allows you to expand into catering for corporate functions, parties, weddings and local markets and fairs. Catering has the potential to increase your gross from



MULTIPLE LOCATION PROGRAM

Snowdays offers a way for franchisees to benefit from committing to more locations. For those interested in territories, we offer a model that allows franchisees to open multiple satellite shops under their main location.

This model entails, building out a larger production facility in the main location. This central commissary will be able to produce enough to supply satellite locations*. These satellite locations require less space, no production or production equipment. This allows franchisees to capitalize on economies of scale within their own territory. All these benefits equate to lower start-up costs like: Rent on smaller spaces, Labor costs, General operating costs



*The capacity of your production facility will determine how satellite locations can be supplied

STARTUP SUPPORT

What capital investment will you need for your Snowdays franchise?

The total investment to build out a Snowdays can range from \$170,000 - \$600,000. This includes all material, labor and equipment to get the store to operating condition.

Snowdays created a model that does not require large investments in equipment like other frozen dessert concepts, so we are able to keep our start up cost low compared to other frozen dessert franchises.

We provide support from our design and architectural team to help with interior design of the space. Also providing access to our brand and marketing assets to be utilized in store branding.

SNOWDAYS INVOLVEMENT IN YOUR FRANCHISE

SNOWDAYS LOOKS TO EXPAND MANY NEW MARKETS, BOTH DOMESTICALLY AND INTERNATIONALLY. WE PLAN ON STEADY STRATEGIC GROWTH MAKING SURE OUR SNOWDAYS BRAND MAINTAINS LONGEVITY AND RELEVANCE.

OUR SUPPORT

Snowdays has taken all the guess work out of how you should run your franchise. We have refined the processes and business model to create a simple to run micro concept that has huge demand. Our proven model has already been replicated many times and we

Once the initial franchise agreement is signed and the franchise fee of \$40,000 is paid. We are ready to guide you through the entire build out and setup process.

We will be there to help you select the right space for your Snowdays. Once the location is selected, we will arrange for architectural and design work to be planned for the construction

We want to make this as simple as possible. Snowdays offers our franchisees a comprehensive training program at Snowdays University in Queens, NY for one or two persons. This program includes a combination of classroom and in-store, hands-on training. The initial training program is approximately three weeks long for the primary operating principal and three weeks for the General Manager and Assistant General Manager. Our field training team will also assist in the opening of each store.

This training will include all the necessary training on manuals as well as procedures for operations like purchasing, production, hiring, opening and closing. Once this training is completed, you will be able to set a date for a grand opening!

THE FUTURE

SNOWDAYS LOOKS TO EXPAND INTO MANY NEW MARKETS, BOTH DOMESTICALLY AND INTERNATIONALLY. WE PLAN ON STEADY STRATEGIC GROWTH, AS WELL AS DEVELOPING NEW OFFERINGS, MAKING SURE OUR SNOWDAYS BRAND MAINTAINS LONGEVITY AND RELEVANCE.

FORECAST: CHANCE OF HEAVY SNOW

Menu Development

Snowdays plans on expanding and developing our menu. We see a potential to capture additional sales from supporting products, like vegan options and seasonal flavors

We have garnered a big following from our Vegan customers, they come in religiously to get their fix with our vegan coconut flavor. As a result, we decided to work on more vegan flavors such as Banana, Peanut Butter, Watermelon and Honey Almond.

As we expand and move into other markets, we will also source local ingredients as well as localizing our menus to highlight regional palates, especially in our international expansion plans.



FORECAST: CHANCE OF HEAVY SNOW

Menu Development

We are constantly evolving as a company and expanding our concept. With the opening of our last location we created a Snowdays Café, where we have developed a wider menu of desserts, coffee and drinks. We bring the same mantra of hand crafted and quality processes into all of our desserts such as Matcha Brownies and Condensed Milk Brioche Toast.

We have also partnered up with Intelligentsia Coffee, a brand that shares the same values for quality. They are at the forefront of the third wave of coffee, going beyond fair trade to direct trade, working directly with coffee farmers around the world to produce some of the best tasting beans in the industry. Snowdays now offers a full line of espressos and coffees from Intelligentsia. As well as collaborating with them on menu items like our “Snowffagato”, Snowdays version of an affogato, pouring Intelligentsia’s espresso over our Shaved Cream.

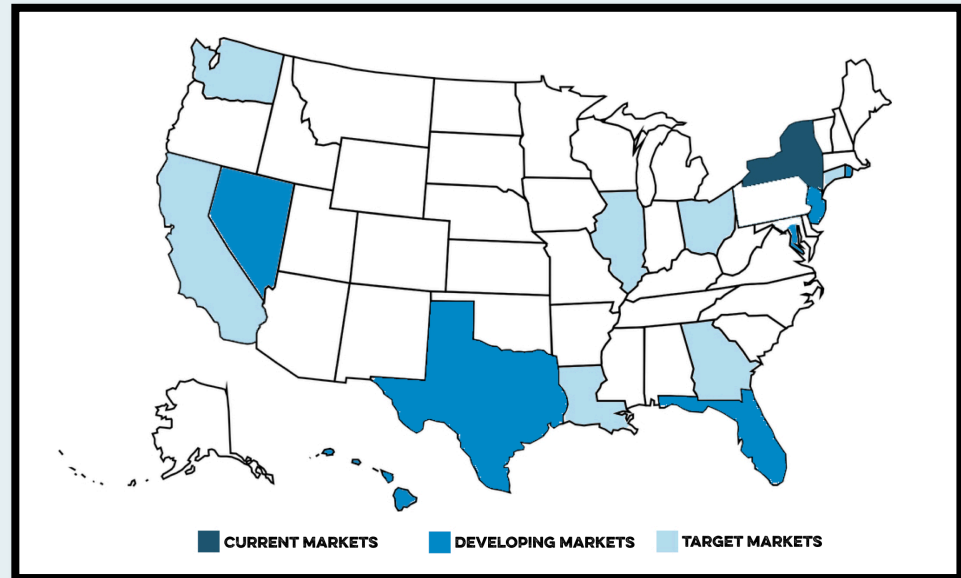
In honor of our namesake, Snowdays Café offers a full line of signature Hot Chocolates. Nothing is more satisfying than a hot cup of chocolate on a snow day. And we wanted to make sure there was a version for everyone’s palette, like our Matcha, Peanut Butter or our Classic flavors. All are made to order from scratch with the best chocolate and the best milk.

EXPANSION MAP

Snowdays has plans for both domestic and international expansion plans. We are currently are expanding with in New York and will have a total of 5 locations in New York by 2017.

We plan on expanding within the tri-state area as well as tapping into some of the warmer climate regions like Hawaii, Florida and Texas.

Our goal is to eventually cover our map in blue and bring our shaved cream to every major city.



CHECK OUT OUR SHOPS



EAST VILLAGE

(212) 982-8881
241 EAST 10TH
STREET
NEW YORK, NY
10003



FLUSHING

(718) 321-0500
37-20 PRINCE
ST, STE 1C
QUEENS, NY
11354



WEST VILLAGE

(917) 388-2809
167 7TH AVENUE
SOUTH
NEW YORK, NY
10014



BROOKLYN

(347) 294-0267
214 FLATBUSH
AVE.
BROOKLYN, NY
11217



FOREST HILLS

(347) 960-8517
72-24 AUSTIN
STREET
FOREST HILLS, NY
10036

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