

Liquorem

Alcohol Ice Cream

Company and Investment Overview



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Executive Summary

Liquorem produces the industry's highest quality **alcohol ice cream** and is positioned to dominate this fast-growing market segment. Through a combination of trade secrets and patent pending processes, the company is able to produce ice cream with alcohol concentrations of 7% by volume and higher while maintaining original flavors and a creamy consistency. The company is ramping sales in South Carolina, North Carolina, and Tennessee and is raising capital to scale the business nationally and internationally. Investment term sheets are in **Appendix A** (equity) and **Appendix B** (debt).

Market Opportunity The worldwide market for ice cream is ~\$60 billion with ~22% growth expected over the next 5 years.¹ The premium segment of the market, targeted at adults, is the fastest growing with a >12% CAGR. Over the past four years, the Liquorem team has identified a *strong demand* for alcohol ice cream across the U.S., Asia (especially China and Hong-Kong), Europe, South America, Russia, and elsewhere with an estimated Total Available Market in excess of \$1 billion. **Because of the unique manufacturing, sales, and distribution involved with alcohol ice cream, traditional, large ice cream companies are not in a strong position to capture this fast growing market category.**

Intellectual Property It is not possible with standard ice cream mixes to incorporate high percentages of alcohol into the ice cream because the freezing temperature of alcohol is significantly lower, leaving the alcohol as a liquid at standard ice cream temperatures. Liquorem has overcome this by utilizing a combination of stabilizers and production processes which are protected by both a pending patent and trade secrets. Liquorem's proprietary dairy mix keeps alcohol molecules suspended within a premium, creamy ice cream and prevents the alcohol from separating and pooling. This combination of proprietary ingredients and processes creates ice cream with alcohol concentrations of 7% by volume and higher while maintaining original flavors and a creamy consistency. High-end restaurants will sometimes produce alcohol ice cream using gelatin as a stabilizer with recipes and processes that can only be produced in small batches. **Liquorem is currently the only company able to produce restaurant-quality, alcohol ice cream at production volumes.**

The Team CEO Jennifer Randall-Collins ran the alcohol ice cream company JB's Pr%² from March 2014 until September 2017. Under her direction, the company established a leadership position in the market, put in place scalable operations, and negotiated key strategic partnerships for growth. Jennifer recruited a world-class management team to run sales, marketing, development, and operations. **Over the past several years, the team has developed deep domain expertise and a strong set of relationships in this unique and fast-growing market segment.** Jennifer Randall-Collins and board member Dirk Brown led a management buyout of JB's Pr%² assets in June 2018 and re-engaged the team under Liquorem Holdings.

¹ Statistica 2018

² JB's Pr%² is formally known as JBL Holdings II (dba JB's Pr%²)