

INVEST IN A LUXURY GASTRONOMIC INNOVATION

FO Solutions offers you the opportunity to participate in the development of an innovative alcoholic ice cream



About the company

The team is led by members with **complementary experience in F&B and business development.**

By combining their different managerial and innovative skills, they were able to develop a **unique ice cream with a high alcohol content.**

The winning recipe was developed in collaboration with pastry chef **Nina Métayer**, who was **twice voted pastry chef of the year** before her 30th birthday!

“Take part in the opportunity to elaborate a luxurious and innovative way of enjoying ice cream”



A NICHE MARKET

The Alcoholic Ice Cream market is a massive opportunity yet to explode, mainly due to these challenges:



ALCOHOL OFFERINGS ARE LOW IN ABV

Pure ethanol alcohol freezes at temperatures significantly lower than liquids such as water or the temperatures of domestic freezers. Current offerings average 5% in ABV* as the industry struggles to create quality frozen products with higher ethanol content.

*ABV = Alcohol by Volume



OPERATING WINDOWS ARE SEASONAL

A large number of players rely on a supermarket retail strategy, minimising the availability of products to four months. In addition, most players are small and make the products themselves, limiting their operational area and ability to scale at the rate of demand in the market.



CONSUMPTION PATTERNS ARE EVOLVING

The pandemic accelerated the digital transformation of the alcohol industry. Consumers are drinking at home and ordering online. However, only a limited number of products are available online. Consumers also want higher quality, innovative and varied products. Today, such offerings are limited, including online availability.

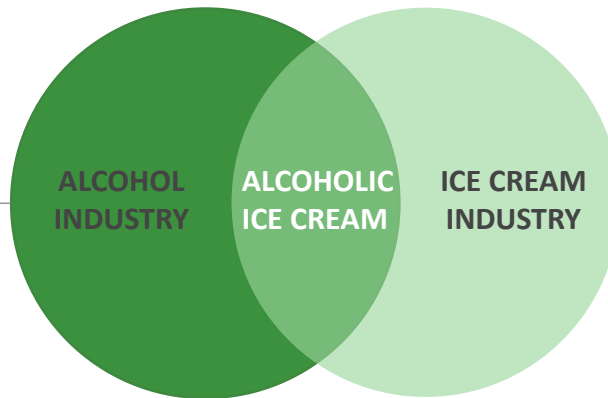


KEY FIGURES

Though the Alcoholic Ice Cream industry is growing at around 6%, incumbents are not performing at the level witnessed in the parent industries (Alcohol and Ice Cream) or operating at the scale demanded by the consumers.



\$1.6 trillion global market size in 2020



Seize this opportunity and invest in convertibles notes up to **1 Million €**

\$64 billion global market size in 2020

Growth is being driven by premiumisation & experience economy



Premiumisation and Indulgence

Pre-covid, indulgence and premiumisation of flavour, packaging and product quality was the biggest growth driver in the alcoholic ice cream industry. That was reinforced during the pandemic.



The Experience Economy

78%* of millennials are more likely to spend money on experience than possessions. Alcoholic ice cream industry is no exception, people drink alcohol for the experience.



Innovation

Product innovation is one that leads the food and drink industry generally. In the alcoholic ice cream industry, innovation is key as alcohol trends continue to evolve.

Are you interested in this opportunity?

Please contact us!

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