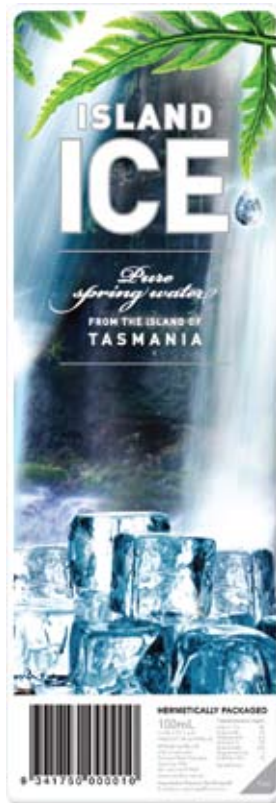


# Advantages of ISLAND ICE?

- Attractive 10 cube tray-sachet packaging
- Pure and contaminant free
- Enhances the natural flavour of your favourite beverage
- No 'refrigerator after taste'
- Reduced handling
- Convenient portion control
- Use only what you need
- Portable and re-freezable
- Eliminates damage and inconvenience of ice-melt leakage
- Shipped unfrozen, at lower freight costs
- 18 month shelf life
- ISLAND ICE can be supplied with corporate branding for contract customers.



## ISLAND ICE

*Pure  
spring water*

FROM THE ISLAND OF  
TASMANIA



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*Pure spring water*

FROM THE ISLAND OF  
TASMANIA



## What is ISLAND ICE?

Simply pure fresh spring water flowing from the side of a mountain in Tasmania's pristine wilderness.

Packaged in convenient, hygienic disposable sachet-trays at ISLAND ICE's modern facility on the outskirts of Hobart, Tasmania.

AUSTRALIA



### HOTELS

The convenience of ISLAND ICE will benefit all aspects of hotel food and beverage related activities. Discerning guests will appreciate the option of enjoying premium quality fine mineral water ice with their drinks. ISLAND ICE is a natural for bar and restaurant use, and offers potential for increased turnover in mini-bar and room service sales.

### CRUISE & AIRLINES

Convenience and ease of storage are paramount, particularly in the congested area of an airliners galley. Sealed sachet-trays facilitate ease and speed of service from trolleys. Bulk stock can be stored unfrozen, saving energy and freezer space. Travellers are particularly aware of the increased risk of contracting illness while in a strange environment, and the particular hazard posed by contaminated ice in drinks.

### BARS & BOTTLE SHOPS

As a perfect complimentary product to any beverage served 'on the rocks', ISLAND ICE products will be an excellent addition to any bottle shop range or high profile bar, giving consumers a safer, upmarket alternative to traditional bagged ice, without requiring chilling in-store.

### SUPERMARKETS

The 5 pack display carton is designed to present ISLAND ICE to best advantage in a retail situation. The product will enjoy novelty appeal to consumers, but will soon become an essential adjunct to beverages, from bottled water through soft drinks, to premium single malt whisky.

### HOSPITALS/INSTITUTIONS

Ice is widely used for beverages and for patient care. The product will be a cost effective and convenient alternative to the use of loose ice prepared in house. It is consistent with the current policy of adopting sealed & single use products where possible as an aid to hygiene & infection control.

### CATERING

Pre packaged products are increasingly being used by caterers for reasons of overall costs, portion control, ease of handling, reduction of spillage & transport to off-site locations. The product is also leak proof.

THE WORLD HEALTH ORGANISATION  
(W.H.O) ESTIMATES THAT 80% OF  
ALL DISEASES WORLDWIDE ARE  
ATTRIBUTABLE TO UNSAFE  
WATER AND SANITATION.



A wide range of contaminants can be found in drinking water, including protozoal, parasitic, bacterial and viral pathogens.

It is known that ice made from contaminated water is a major cause of illness, particularly among travellers.

The purity of pre-packaged beverages can be compromised by use of ice produced at the point of sale.

Not only may the ice have been produced from unsafe water, but hygiene standards in the cleaning and preparation of ice trays, stock rotation, and maintenance of ice machines can contribute to the risk.

ISLAND ICE employ the most sophisticated process techniques, including micro filtration and ionizing sterilization within a hermetically sealed system.

The process is managed through an electronically controlled production and monitoring system.

ISLAND ICE monitors product quality through its in-house laboratory, subject to external audit for quality and food safety.