



## **ISLAND ICE AND THE RETAIL FOOD ENVIRONMENT**

### **About Island Ice:**

Island Ice is a “new to the world” product innovation and the only product of its type in existence. Per unit the product consists of Pristine Tasmanian Spring Water, captured in hermetically sealed packaging consisting of ten ice cubes.

Island Ice is **THE ONLY**:

- Sterile ice product available commercially on the global market.
- Ice product capable of being transported and stored in an ambient state.
- Ice product capable of being merchandised in an ambient state.

It is worthy to note that ice is food, and until now it has been the forgotten food. Our research indicates that Ice is produced, transported, stored and dispensed in a generally unregulated manner.

Our research also suggests that once used, Island Ice triggers a consciousness and heightened awareness in the consumers mind with regard to the integrity of the ice they consume. That consciousness quickly manifests itself into a high degree of dependence or loyalty to the product.

This phenomenon, coupled with the bundle of value offerings such as Provenance, Integrity and Uniqueness inherent to the product, provide it with the capacity to deliver value in a powerful way.

We believe that Island Ice:

***“Will Change the way we Think About Ice”***

### **Adoption & Diffusion:**

As the product moves through the various stages of adoption and is diffused into the consumer market, we consider it will bring with it differing motivations and value drivers.

#### **Innovators:**

At the current innovation stage we consider the product as a lifestyle specialty product that will stimulate the innovative consumers wants for a trendy lifestyle offering, whilst at the same time contributing to their overall quality of life and well being.

#### **Early Adopters:**





As the product moves into the early adoption stage we consider it will appeal to the style conscious consumer and be viewed as an exciting must have product that brings with it a level of status, with aspirational qualities.

### **Early Majority:**

In the early majority stage we consider the product will become a must have or mandatory product that will satisfy daily needs, whilst at the same time delivering consumer confidence that the product they are consuming is satisfying lifestyle demands and is healthy.

### **Late Majority:**

At a stage within the realm of early majority and late majority adoption we consider the product will be perceived in a manner similar to bottled water.

### **ROI:**

From a return on investment perspective Island Ice as a SKU is:

- High volume.
- High margin.
- Low Cost.

### **Product Portfolio:**

At this point in time Island Ice has developed two variants:

1. The single 10 cube tray.
2. The retail 5 pack – A presentation box containing 5 trays of ten cubes.

### **Promotional Tool:**

It is considered Island Ice delivers value to the retailer/retail environment as a promotional tool as follows:

- The nylon substrate face is ideal for customised branding or limited time messaging for brand and/or marketing strategies.
- As a customised product it provides for a unique brand touchpoint.
- It provides the ideal accompaniment as a bundle offering for many hundreds of products.
- In the early stages of the product lifecycle it provides a novelty value.

### **Logistics:**

From a logistics perspective Island Ice provides a number of unique economies compared to conventional ice products. Island Ice is:

- Transported in an ambient state.
- Stored in an ambient state.





- Transported & Stored in a palletized state and is stackable.
- Merchandised in an ambient state.
- Portable and Refreezable – Remote Location & Confined Space Friendly.

## Share of Customer/Basket Spend

From a share of customer perspective Island Ice provides the retailer with an opportunity to achieve a greater share of the customers discretionary spend and achieve an increase in the average basket spend, as it is considered the product:

- Will not be considered a substitute to the primary uses of conventional retail ice and will therefore be an additional sale.
- Will quickly become a mandatory addition to the shopping basket.

## Food Safety:

As previously stated “Ice Is Food” and until now it has been the forgotten food. From a food safety perspective Island Ice:

- Is the only hermetically sealed sterile Ice product available in the world.
- Is the only ice product in the world with full traceability.
- Has tamper evident packaging.
- Has a shelf life of eighteen (18) months.
- Eliminates cross contamination from ice melt leakage.
- Can be dispensed without the use of utensils or direct human contact.
- Mitigates risk.
- Provides consumer confidence.
- Has recyclable packaging.

## Market Segmentation:

Island Ice is currently developing a catalogue of diversified brands and branding options capable of being applied to the nylon substrate seal and outer packaging.

It is considered that the catalogue will deliver value to the retail environment by providing the retailer with a suite of brands capable of being employed, individually or collectively, as a segmentation tool. Consider Island Ice as a source of differentiation:

- Between Product Categories.
- Within Product Categories between Brands.
- Within Brands between consumer target markets.

## Brand Touchpoint:

Island Ice provides the retailer with an opportunity to customise the packaging, empowering the product as a unique brand touchpoint. Customisation options are available for:

- Permanent branding.
- Limited time promotions.
- Suites of brands/promotions/messages.





## Benefits & Features:

Island Ice possesses a number of inherent Benefits and Features unique to an Ice product that includes:

- A nylon substrate seal that has capacity for customization, empowering the product as a unique brand touchpoint.
- A packaged ice that remains sterile until dispensed.
- A shelf life of 18 months.
- A Source of differentiation for premium and ultra premium segments.
- Beverage integrity retention – A globally consistent product.
- A hermetically sealed sterile product.
- Pure and contaminant free.
- Health Industry compatible as an aid to hygiene & infection control.
- Tamper evident packaging.
- Traceability to the source.
- Storage friendly/convenient - stackable.
- Capacity to store back up supply unfrozen.
- Economical to store - doesn't require refrigeration.
- Food safe.
- Confined space friendly
- Remote location friendly.
- Recyclable packaging.
- Reduced handling.
- Dispensed without the use of utensils or direct human contact.
- Convenient portion control.
- Portable and refreezable.
- Eliminates damage and inconvenience of ice melt leakage.
- Minimizes ice wastage.
- Ambient temperature transport, shipping & merchandising.

## Conclusion:

Island Ice is a product of the future with a multitude of applications and uses across diverse industry sectors. It possesses many enduring benefits and features both tangible and intangible.

At this point in time Island Ice provides the innovative brand/retailer with the opportunity to hold the central position and maximize the benefits that will occur in the early stages of the product lifecycle, by capitalizing on first mover advantage.

The following URL is our online presentation that provides an overview of the product

[www.islandice.com.au/onlinemedia.html](http://www.islandice.com.au/onlinemedia.html)

For more information please visit [www.islandice.com.au](http://www.islandice.com.au)

Our marketing department will work closely with your company to achieve the desired outcomes.

