

**TASTE  
SUPER  
DAIRY**

SUPER **TASTY**

**BECOME A**

SUPER **HEALTHY**

**ÍSEY SKYR BAR**

SUPER **DAIRY**

**FRANCHISEE**

**ísey**  
SKYR

**BAR**

*Super Icelandic*

**ARE YOU  
OUR NEW  
FRANCHISEE?  
LET US  
INTRODUCE  
ÍSEY SKYR BAR**



## **BORN IN THE NORTH** **TASTE ICELAND AUTHENTIC**

**Ísey Skyr Bar is the protein-rich snack bar people are hungry for. It is an authentic Icelandic experience with inspiring, wholesome superfood snacks – based on the original Icelandic skyr currently booming around the world. Our menu is truly tasty, low-fat, no added sugar and high in protein.**

**Capitalizing on current on-the-go and health trends, our convenience bar gives people the opportunity to have a taste of the Icelandic healthy way of life. As of Today, Ísey Skyr Bar is present in Finland, Netherlands and Iceland.**





**BASED ON THE  
ORIGINAL  
ÍSEY SKYR**

**SKYR IS TRENDY**

**SKYR IS FAT-FREE**

**SKYR IS HIGH IN PROTEIN**

**SKYR IS GREAT ON-THE-GO**

**SKYR HAS A GREAT TASTE**



SUPER **DAIRY**

**three times the amount of milk  
that goes into typical yoghurts**

SUPER **TASTY**

**developed by a Michelin chef,  
fresh, something for every taste**

SUPER **HEALTHY**

**low fat, high in protein, no added  
sugar, contains calcium**

SUPER **ICELANDIC**

**Icelandic heritage and tradition,  
original Skyr culture**



**OUR MENU IS  
DEVELOPED BY  
MICHELIN STAR CHEF  
AGNAR SVERRISSON**

**Our products are especially developed  
to increase and explore the Icelandic  
skyr experience.**

**Using our core product in most  
of the recipes we create an unique  
taste experience, ranging from our  
traditional skyr bowl to our frozen  
skyr treats.**



TASTE  
SUPER  
DAIRY

# SUPER PROTEIN

BOOZT & BOWL



SUPER **TASTY** SUPER **HEALTHY** SUPER **DAIRY**

# HEALTHY TASTY FAST





# HY



# THE ICELANDIC ANYTIME SNACK



## **BREAKFAST ON-THE-GO**

Our "Wake a Sense" Ísey Skyr bowls are perfect for a speedy on-the-go breakfast.

## **MID MORNING SNACK**

Grab a "Colour Me Iceland" Ísey Skyr boozt to curb mid morning hunger.



## **WALK AND TALK MEETING**

An Ísey Skyr boozt is filling, nutritious and easy to drink while you are walking and talking.

## **LIGHT LUNCH SNACK**

Our Ísey Skyr bowls are perfect as light lunch meals.





### AFTERNOON SNACK

Both our Ísey Skyr boozt and bowls are ideal snacks when your tummy starts rumbling in the afternoon.



### CITY STROLL

There is nothing better than a tasty Ísey Skyr boozt on your Sunday stroll.



### POST WORKOUT SNACK

The high protein content in Ísey Skyr makes it the perfect post workout snack, whether it is a bowl or a boozt.



### LATE NIGHT SNACK

When you have that little gnawing feeling in your tummy, grab a healthy Ísey Skyr bowl instead of a naughty snack.



## THE CONCEPT BAR

The concept bar is the full-blown concept, presenting the complete, Icelandic experience to consumers.



## THE SHOP-IN-SHOP

**This concept brings a taste of the bar experience to consumers on-the-go.**



## THE POP-UP SHOP

**To attract more customers, the pop-up is set up at designated locations for a limited time.**



## THE PORTABLE SHOP

The portable is flexible for testing different locations and demands, with the aim of creating awareness of the concept.

## **WHAT WE OFFER**

**A fully developed plug'n'play skyr bar concept ready to be implemented.**

**To be part of a global brand with focus on quality commodities.**

**Freedom to create your own business with support from a strong and experienced headquarter.**

**Access to Ísey's competencies and network within leadership, operations, and business development across global markets.**

**Access to various courses and professional developmentMarketing & branding assistance and all associated material.**







**SKYR IS  
ICELAND'S  
SECRET  
TO HEALTHY  
LIVING  
PASSED FROM  
MOTHER TO  
DAUGHTER  
THROUGH  
GENERATIONS**

# TASTE SUPER DAIRY

ísey  
SKYR  
—BAR—  
*Super Icelandic*

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