

TASTE  
SUPER  
DAIRY

Ísey  
SKYR.

—BAR—

Super Icelandic

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

TASTE  
SUPER  
DAIRY



## ICELANDIC SKYR DATES BACK 1,100 YEARS.

For centuries, Icelandic Skyr formed a cornerstone of the national diet, helping to keep people strong in living conditions that were often harsh.

On family farms countrywide, the women who nurtured this dairy superfood – and passed on both the recipe and the original Icelandic Skyr cultures from mother to daughter.

Ísey Skyr builds on this remarkable legacy, with original Icelandic recipe and Skyr cultures.

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

# Ísey Skyr available worldwide



ÍSEY SKYR IS THE ONLY  
INTERNATIONAL SKYR BRAND  
THAT IS SOLD IN ICELAND

ísey  
SKYR.



THIS IS ÍSEY SKYR BAR.....

Ísey  
SKYR.

—BAR—

Super Icelandic



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# HEALTHY TASTY FAST



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



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### **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**

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

### **SUPER ICELANDIC**

Icelandic heritage and tradition,  
original Skyr culture



**SUPER TASTY SUPER HEALTHY SUPER DAIRY**



# CURRENT TRENDS

FOOD IS FASHION

**SUPERFOODS** ARE TRENDING – EAT YOURSELF **HEALTHY**

MODERN CONSUMERS WANT **SUPERFOODS ON-THE-GO**

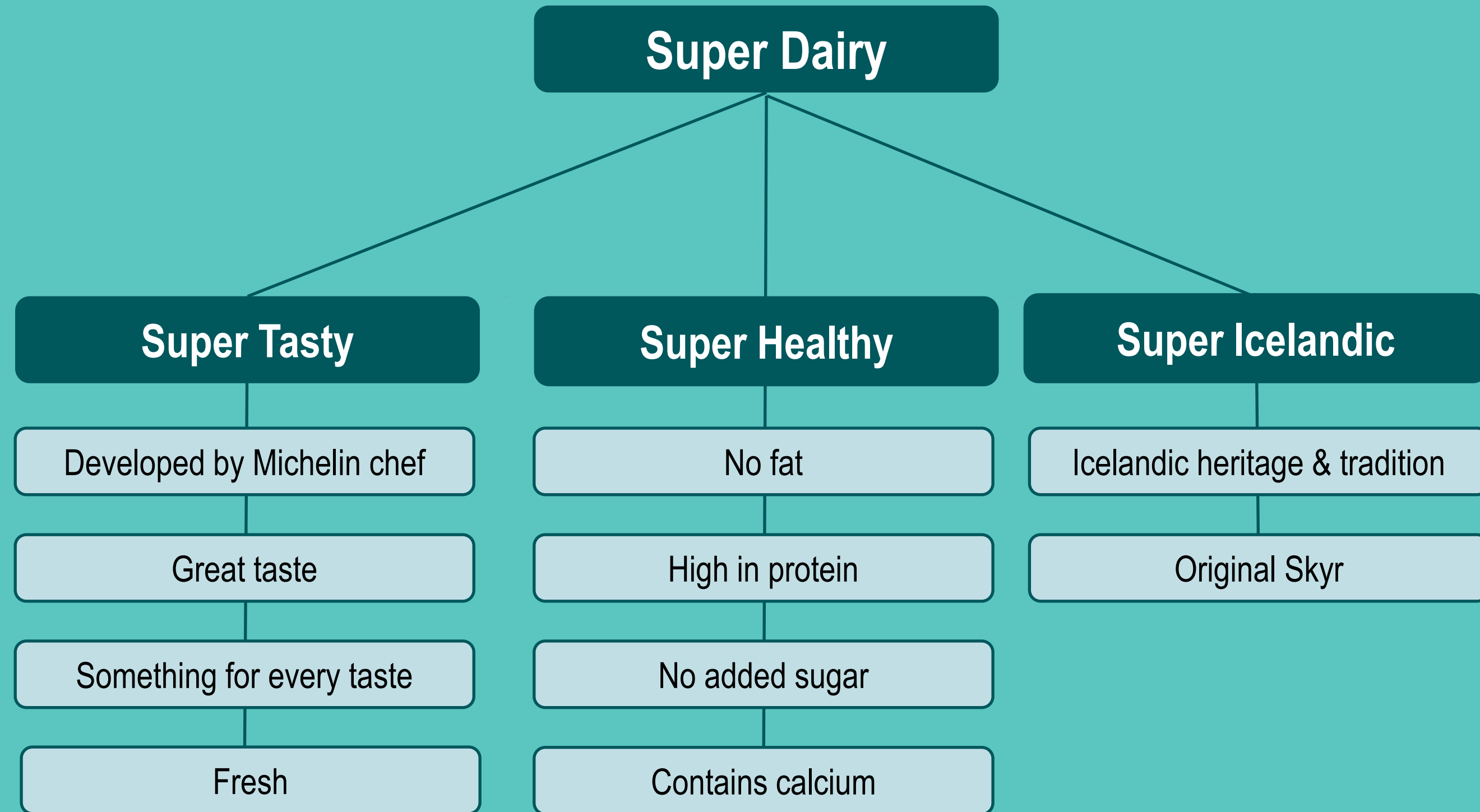
MODERN CONSUMERS WANT **AUTHENTIC BRANDS**





OUR COMMUNICATION  
IS CENTERED ON

# SUPER DAIRY





TASTE  
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# HAVE YOU EVER TRIED SUPER DAIRY?



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



TASTE  
SUPER  
DAIRY

# BOOST UP YOUR ENERGY



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



TASTE  
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# SLOW SUNRISE

MANGO SKYR BOWL



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



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Ísey Skyr Bar is an Icelandic company owned by 3 of the largest food production companies in Iceland

Our Icelandic franchisee currently operates 12 Ísey Skyr bars

In Finland, we have signed a franchise agreement with Restel to open 26 Ísey Skyr bars over the next 6 years. We have already opened the first 2 bars.

In Netherlands we have a master franchise agreement for 30 bars. The first bar opened in June 2023.



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## THE ÍSEY SKYR BAR TARGET AUDIENCE is

Modern, young & health-conscious

The Ísey Skyr Bar concept matches a broad consumer base, resembling the concepts of Chobani and Joe & the juice



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# ÍSEY SKYR BAR – SERVED ALL DAY

There are no limits to when and where our S kyr snacks can be enjoyed



**MID MORNING SNACK**  
Grab a “Colour Me Iceland” Ísey S kyr boozt to curb mid morning hunger.



**LIGHT LUNCH SNACK**  
Our Ísey S kyr bowls are perfect as light lunch meals.



**CITY STROLL**  
There is nothing better than a tasty Ísey S kyr boozt on your Sunday stroll.



**LATE NIGHT SNACK**  
When you have that little gnawing feeling in your tummy, grab a healthy Ísey S kyr bowl instead of a naughty snack.



**BREAKFAST ON-THE-GO**  
Our “Wake a Sense” Ísey S kyr bowls are perfect for a speedy on-the-go breakfast.



**WALK AND TALK MEETING**  
An Ísey S kyr boozt is filling, nutritious and easy to drink while you are walking and talking.



**AFTERNOON SNACK**  
Both our Ísey S kyr boozt and bowls are ideal snacks when your tummy starts rumbling in the afternoon.



**POST WORKOUT SNACK**  
The high protein content in Ísey S kyr makes it the perfect post workout snack, whether it is a bowl or a boozt.

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## OUR MENU COMPRISES 8 PRODUCT CATEGORIES:

### **BOOZT**

Using an Ísey Skyr base or Boozt is a delicious protein-rich fat-free smoothie mixed with fresh fruits and vegetables.

### **BOWLS**

Using an Ísey Skyr base as the first layer then a delicious Boozt is added and lastly fresh toppings with Icelandic flavours are used to finish off the bowl.

### **JUICE**

Our juices are tasty mixes of healthy and appetising fruits and vegetables such as beetroot, grapefruit and avocado

### **SHOTS**

Our healthy fresh shots have a ginger base and are combined with additional fruit or vegetables. We also offer an omega-3 fish oil shot with specific health benefits.

### **WRAPS**

We offer veggie and chicken wraps with an Icelandic twist of a delicious Skyr spread.

### **TREATS**

Using high-protein high-fibre recipes we have created treats giving a sustained energy boost rather than an instant sugar rush.

### **COFFEE**

Our range of Icelandic coffees are grown exclusively in Iceland in geothermal heating green houses. These Icelandic brews are grown roasted and prepared to warm and refresh the Icelandic way.

### **FROZEN BOOZT**

Using an Ísey Skyr ice cream base or frozen boost is a delicious protein rich fat free smoothie mixed with fresh fruits and vegetables.



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## WE HAVE A SCALABLE CONCEPT THAT FITS EVERY LOCATION:

From a small booth to a concession in a store, a standalone store on a high-street or a drive-through, we have them all.



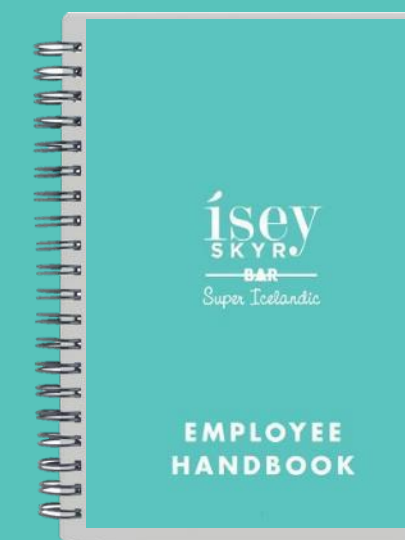
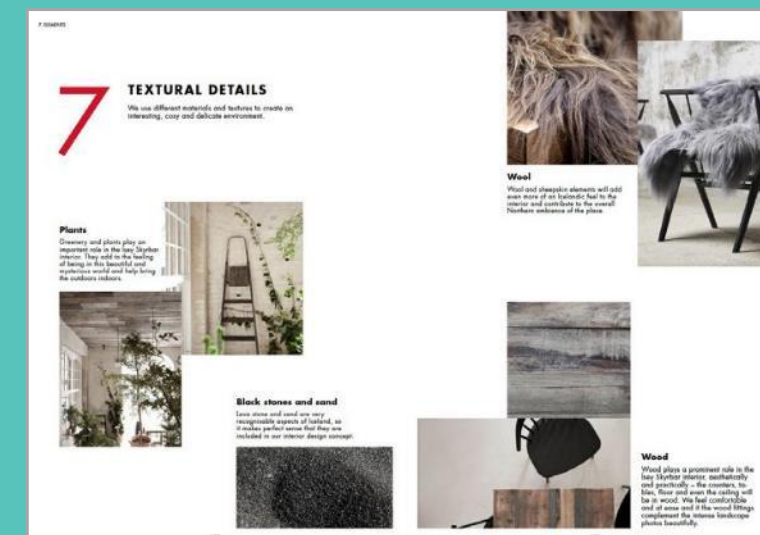
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# THE MANUALS

## OUTLINE ALL ASPECTS OF THE ISEY SKYR BAR CONCEPT IN DETAIL:

- Concept and design manual
- Store operations manual
- Head office manual
- Marketing and communication manual
- Recipe handbook
- Employee handbook



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# NO ADDED SUGAR

SKYR BOWL



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