



BIG taste and BIG fun



Still cool after all these years



Healthier choice alternatives

You Don't Sell Slush Puppie, Slush Puppie Sells Itself!

How it All Began

In 1970, Will Radcliff hit upon a slush machine and a great idea for fun frozen beverages. There may have been only four flavors back then, Cherry, Grape, Orange, and Lemon-Lime, but they sure set the stage for a flavor explosion that was to last for generations and which continues to grow in popularity to this day.

Slush Puppie is More than Just a Tasty Treat... It's an experience!

So, what makes a Slush Puppie a Slush Puppie? The rainbow of bold colors? The crunch of the ice? Those irresistibly juicy, fruity flavours? Blooming with crisp, vivid color, each flavor bursts with bold, fruity aroma and takes your nose by surprise. Listening to the sweet crunch of the ice going from the machine to your cup, from your cup to your mouth...you have to experience it to understand it!



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Slush Puppie Now

Slush Puppie is the world's best known soft frozen drink. It boasts more than 20 flavours, including a wide selection of fruit-juicy flavours such as Strawberry Kiwi, Green Apple and Blue Raspberry. And you can still count on the cool crunchiness of the ice, the vibrant colors, the



Ask about Slush Puppie Plus

Made with pure juice, it's a healthier alternative. (no sugar added)

sweet smell and taste of the flavors and even the satisfying sound of the slush hitting your cup. Good times and Slush Puppie still go hand-in-hand, just as they did 35 years ago...what's more, now there's a flavour for everyone with the Lanikai and Thelma's brand extensions.

Good for You Too!!

For everything that Slush Puppie has to offer, you'll also appreciate what's been left out. Each non-fat, non-carbonated, caffeine-free Slush Puppie is brimming with pure beverage and ice.

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Profit Potential

Slush Puppie could become the most profitable square footage use in your establishment.

- Established in more than 40 countries
- Loyal fan base which continues to grow with each generation.
- Economical and simple to operate
- Generates high sales volume and high profits
- Minimal use of floor or counter space

yum!

Growing Popularity

When Slush Puppie was first introduced, it targeted kids between 7 and 14. With each new generation however, the demographic range has expanded. Today, it's enjoyed by the young, old and everyone in between!

WHY?

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Yesterday's kids are all grown up. They're now in their 20's, 30's and 40's but continue to enjoy the Slush Puppie taste experience

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They know the product well having grown up with it and have introduced it to their own children continuing the expansion of the brand's awareness and appeal



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