

Nestlé
*docello*TM

PRODUCT INTRODUCTION



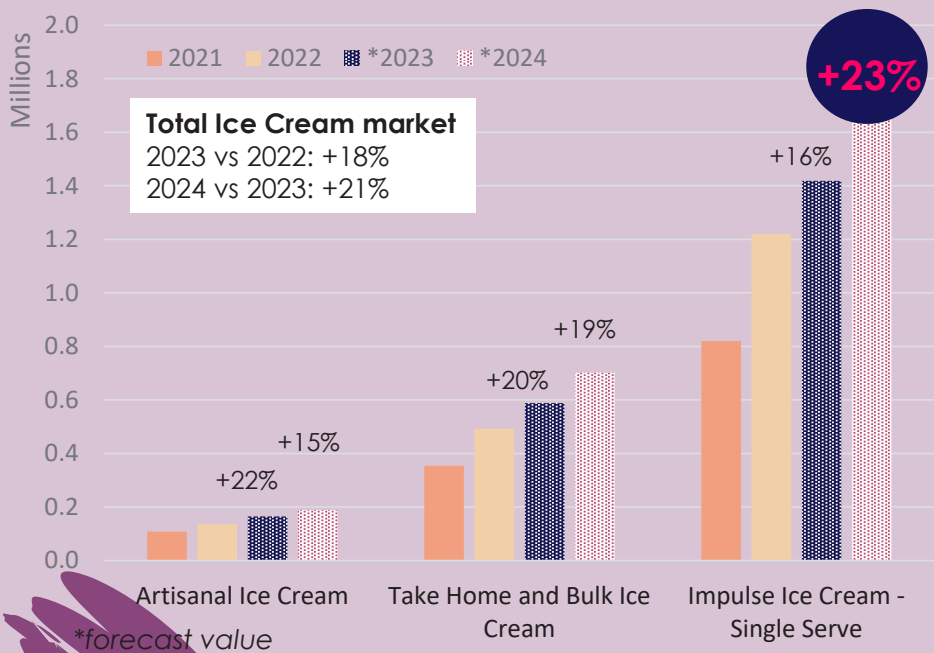


ICE CREAM MARKET OVERVIEW

Ice cream market is on the rise



Indonesia - Operator Spend Value IDR



Source: Globaldata Foodservice – Ice cream sector - Indonesia

Traffic builder



Expand consumer spend





ABOUT THE SKU



BENEFIT FOR CUSTOMERS

- ✓ Multipurpose
- ✓ Superior taste
- ✓ Easy to serve – water dilution
- ✓ Ambient storage

BENEFIT FOR CONSUMERS

- ✓ Made with full cream milk and Natural Flavor
- ✓ Source of calcium
- ✓ Superior taste
- ✓ Soft texture

APPLICATION

- ✓ Soft Serve
- ✓ Float
- ✓ Milkshake

- ✓ Smoothie
- ✓ Ice Blended
- ✓ Dessert Sauce: Vla Pudding and Fruit Salad

Net Weight: 1KG

Gross Weight: 1.02KG

Packing unit per case: 12 packs

Shelf Life: 12 months

Certification: MUI HALAL, BPOM registered

Sourcing:

SAKATAMA (East Java)

Storage: Store in a cool and dry place

Yield: 1kg add with 2,5L water to create 3,5L soft serve

Versatile applications

Serve Cold,
Creamy Treats



**SOFT
SERVE**



Float



Milkshake



Smoothie



**Silky
Pudding**



**Mousse
Cream**

35 cones/100gr

Product cost
Rp 2,763*,-/cone
*packaging/cone and fix cost included

Selling price
Rp 8,000*,-/cone
*suggestion

Gross Margin
190%