



icewave™

premium refreshers

finally . . . iced refreshers that are:

ON-TREND With prebiotic fibers to support gut health, coffee cherry extract for cognitive health, and ashwagandha to support calmness and mental clarity.

LOW IN SUGAR Lightly sweetened with natural non-sugar sweeteners from figs, jackfruit, and monk fruit.

MADE WITH REAL INGREDIENTS Made from fresh fruit freeze-dried directly from the field, Japanese matcha, and only the finest all-natural ingredients.

EASY TO MAKE Add a scoop of all-natural powder to water and shake! No messy pumps, jugs or complicated recipes!

EARTH FRIENDLY Because icewave™ is dry, you can make more with less and reduce your carbon footprint!

EASY TO STORE One 3-pound pouch makes 46 servings! Compare to typical syrups where 3 pounds makes 4 servings!

CRAZY DELICIOUS Available in popular flavors that your customers will love!

refreshers



how to make

STRAWBERRY ACAI, MANGO DRAGON FRUIT, PINEAPPLE PASSION FRUIT & BLOOD ORANGE POMEGRANATE

Pour 1 cup (8 fl oz) water into cocktail shaker. Add 3 tablespoons of mix. Add 12 oz of ice. Shake well for 30 seconds. Pour into 16 oz cup and ENJOY!

MATCHA

Pour 6.5 fl oz water into cocktail shaker. Add 2.5 tablespoons of mix. Add 12 oz of ice. Shake well for 30 seconds. Pour into 16 oz cup. Top with 1.5 oz milk and ENJOY!

... of course, feel free to use more or less mix to your liking.



refresher flavors

STRAWBERRY ACAI A refreshing blend of gently sweetened California strawberries and Brazilian acai.

MANGO DRAGON FRUIT A refreshing blend of South American mangos and juicy red Southeast Asian dragon fruit.

MATCHA Premium grade Japanese matcha and pure vanilla topped with a splash of milk.

PINEAPPLE PASSION FRUIT A refreshing blend of gently sweetened South American pineapples and Brazilian passion fruit.

BLOOD ORANGE POMEGRANATE A refreshing blend of gently sweetened Sicilian blood oranges and East Indian pomegranates.



Serving size in ounces	16	20	24	30
STRAWBERRY ACAI PINEAPPLE PASSION FRUIT MANGO DRAGON FRUIT BLOOD ORANGE POMEGRANATE				
Tablespoons of mix	3	4	5	6
Ounces of water	8	10	12	14
Ounces of ice	12	15	18	23
MATCHA				
Tablespoons of mix	2.5	3	3.5	4
Ounces of water	6.5	8	10	12
Ounces of ice	12	15	18	23
Ounces of milk on top	1.5	2	2	3

re-think cold drinks™

Will my customers order this?

Cold drinks are now 80% of coffee shop sales. And refreshers comprise nearly half! When your customers learn that you have guilt-free refreshers, they will love them!

Will this be easy to add to my operation?

Yes, fast and easy! Just shake **icewave** refresher mix with ice and water! **icewave** is a powder. No jugs, syrups, pumps, complicated recipes, and no heavy shipping containers!

Will **icewave**™ be profitable?

Yes, powder is light, so shipping costs are minimal. We put some of that cost savings into making **icewave** healthier . . . The rest goes in your pocket!

How can it taste great and be this healthy?

We knew that the technology existed to create the “next wave” of great-tasting, healthy, all-natural beverages with real health benefits. Using new methods and cutting-edge ingredients, we drastically reduced sugar, fat and salt—and replaced them with prebiotics and adaptogens.

How is **icewave** packaged?

icewave comes in a refresher mix packed in 3-pound resealable pouches. A case of **icewave** refresher mix contains two pouches. Each pouch makes 46 servings.

Ready to order?

Create a wholesale account at drinkicewave.com and order direct. Or—get **icewave** from your distributor! If your distributor doesn't carry **icewave**, email info@drinkicewave.com and we will reach out to them and sign them up!

Not ready to order a whole case?

No problem! Order individual pouches from our website!



compare for yourself

MANGO DRAGON FRUIT REFRESHERS

Leading brand **icewave™**

Water, Sugar (Sugar, White Grape Juice Concentrate), Natural Flavors, Citric Acid, Natural Green Coffee Flavor, rebaudiside-A.

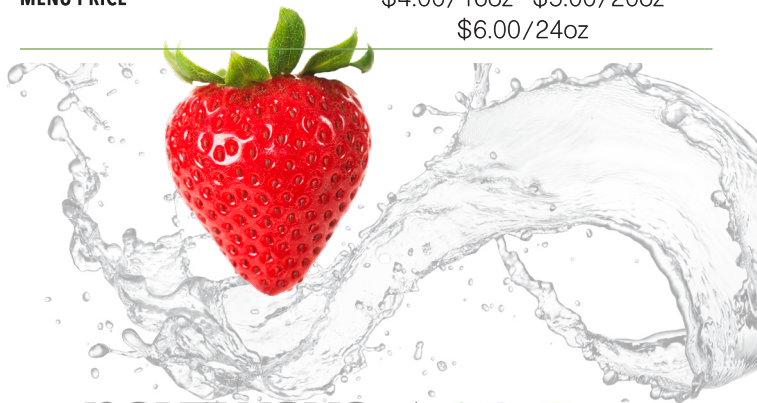
Allulose, **icewave** Adaptogen Blend™ (Cassava Root Fiber, Artichoke Inulin, CognatiQ™ Coffee Cherry Extract, Ashwagandha Root), Freeze Dried Mango, Freeze Dried Dragon Fruit, Citric Acid, Malic Acid, Monk Fruit Extract, Natural Flavors.

	Leading brand	icewave™
ADDED SUGAR GRAMS	33	7
CALORIES	90	60
CAFFEINE MGS	45	2
DIETARY FIBER GRAMS	0	10
PREBIOTIC FIBER GRAMS	0	10
REAL FRUIT	no	yes
ADAPTOGENS	no	yes

... revitalize your brain, energize your body, and improve digestion and metabolism with icewave™ Refreshers' blend of prebiotics and adaptogens!

profit story

CASE PACK	(2) three pound zipper pouches	
NET POUNDS PER CASE	6	
16 FL OZ SERVINGS PER CASE	92	
AVERAGE COST PER 3 LB. POUCH	\$56.50	
AVERAGE COST OF 16 OZ SERVING	\$1.22/16oz	\$1.54/20oz \$1.83/24oz
AVERAGE PROFIT MARGIN	\$2.86/16oz	\$3.58/20oz \$4.26/24oz
MENU PRICE	\$4.00/16oz	\$5.00/20oz \$6.00/24oz



nextwave
FOODS

drinkicewave.com

icewave™

888.699.1501