

# COOL DOG

**VEGAN DOGGY ICE CREAM**





# THE WHY & THE WOOFs



## WHY?

Because we want to treat dogs, healthily.  
Because no other producer ticks ALL the important boxes.

## WHO, WHAT & HOW...

Cool Dog enables dog owners to **show their love** through a frozen ice-cream treat that **tastes great** whilst being **lactose-free**, full of **goodness** and **vegan**.

For business owners, Cool Dog attracts **additional spend** and the **loyalty** of a growing, **vocal audience** – through a trusted, modern and memorable brand that will **enhance** their own.

A white dog with a brown collar is jumping up in a field, reaching towards a person's hand. The scene is bathed in the warm, golden light of a sunset or sunrise, with trees and a fence visible in the background. The overall mood is joyful and energetic.

**DOG OWNERS:  
DEMAND & BEST SOLUTION**



## PROBLEM SOLVED.



Dog-owner demand:



We all want to be able to treat our loved ones, including our dogs. Seeing their enjoyment increases our own (and most dogs love ice-cream!). Cool Dog brings **instant happiness** to both dog and owner.



We want the treat to be healthy, as well as tasting great. Plus, more dogs are now following a lactose-free diet. Other dog ice-creams contain lactose, causing digestion problems. Not Cool Dog! Cool Dog has **impressive health credentials** and recommended by vets.



Demand for ethically produced and vegan products is on the rise (by 20% last year)\* Consumers and businesses want to show environmentally friendly choices. Cool Dog's vegan status is in demand – and not just by vegans.

**HOSPITALITY & RETAIL:  
WE'RE GOOD FOR BUSINESS TOO**








## PROBLEM SOLVED.



The commercial demand:

-  Dog-owners are on the rise (there are now over 11 million dogs in the UK). Their dogs influence where they visit and how they spend their money.  
Cool Dog provides an opportunity to **attract** a sizeable audience and **develop** loyalty.
-  Today's venues are looking to increase the sense of experience they offer. Plus, dog owners are quick to praise, post photos and share dog-friendly venues.  
Cool Dog contributes to a **memorable** experience > positive reviews & recommendations.
-  Impulse-driven sales opportunities are sought after from brands that enhance their own. Solutions need to be eco-friendly, require minimal work and sell themselves.  
Cool Dog is a modern vegan brand with **strong pull-to-purchase** & visual appeal.



**MEET THE HERO.**



Blueberry & Banana – top in taste tests

Other flavours available.

Both 120ml individual pots & 5ltr scooping tubs.

Supportive POS & sales aides.

**READY FOR IT  
TO GET EVEN COOLER? >**



## DIGGING DEEPER.



The science behind the health assurances...



To meet the demand for a healthy treat, Cool Dog includes the perfect blend of the best vitamins and minerals:

**Calcium & Vitamin D** for strong teeth

**Protein** to support energy

**Potassium** to help muscle function

**Zinc** for a healthy coat



100% natural, free from additives, colourings  
& packed full of antioxidant superfoods

**Recommended by vets and canine health professionals.**







## BACKED BY THE BEST



Produced by award-winning Granny Gothards: experienced, discerning & highly respected. Being produced and backed by this established, leading artisan ice-cream producer ensures a smoother, tastier treat, as well as unrivalled support opportunities.



Certificates & credentials provide reassurances from top of chain > the dog. Cool Dog is the only FSA approved dog ice-cream: a trusted stamp of quality.



Trading Standards has approved the treat as being 'ice-cream' (rather than 'frozen treat')! Cool Dog's product description is therefore more relatable and marketable.



**LISTEN UP:**  
**IT'S TIME TO TALK MONEY**



# A PRETTY COOL PROFIT



<b>Example:</b>	<b>Individual pots</b>
<b>Case size:</b>	12 x 120ml
<b>RRP:</b>	£2.30 - £2.85 per pot
<b>Wholesale price:</b>	<i>For wholesale prices and likely profit margins, please contact us.</i>
<b>Shelf life:</b>	12 months minimum
<b>Added value:</b>	Positive <u>brand association</u> Increased brand <u>loyalty</u> Improved <u>recall</u> & <u>return</u> visits <u>Reviews</u> & <u>recommendations</u>





# A PRETTY COOL PROFIT



<b>Example:</b>	<b>Scooping tubs</b>
<b>Case size:</b>	1 x 5Ltr
<b>Benefits:</b>	Even greater profit potential. Control your own serving size. Offer bowl or cone options. Upsell a dog biscuit flake!
<b>Wholesale price:</b>	<i>Prices upon request.</i>
<b>Shelf life:</b>	12 months minimum
<b>Added value:</b>	Positive <u>brand association</u> . Increased brand <u>loyalty</u> . Improved <u>recall</u> & <u>return</u> visits. <u>Reviews</u> & <u>recommendations</u> .





# MARKETING READY-TO-GO



## Branded POS examples:

- Window stickers
- Water bowls
- Pavement signs



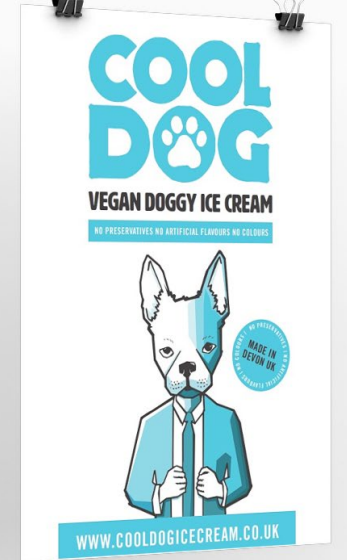
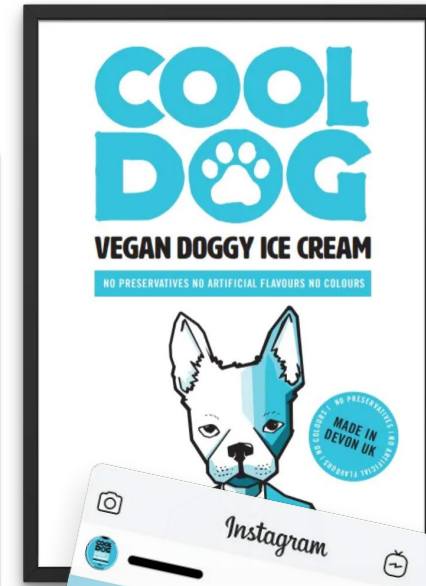
## Marketing support:

- 'How-to' sales aides
- Social media graphics
- Cool Dog loyalty cards



## Need something else?

Chances are we're on it!  
Ask for our POS order sheet.



Designs subject to development.



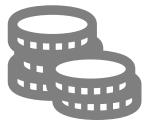
# BETTER BELIEVE IT



**Positive customer research & testimonials aplenty!**



**Award-winning by association; Granny Gothards' reassurance.**



**Investment & distribution enquiries from foodservice to independents**



**Fast-growing database & following. Media interest & sponsor approaches.**

“Skye loved it and it’s a rare to find a lactose-free dog ice-cream!”

“A cone of Cool Dog each day - the best holiday treat for Dougie!”

“Awesome branding, really on trend - tubs look great in my café!”

“One very waggy tail – Winston wolfed it down! It smelt so fruity”





# LETS RUN TOGETHER



Contact Don Thaw (yep, fated to frozen!)

07973 954015

[info@cooldogicecream.co.uk](mailto:info@cooldogicecream.co.uk)

[Cooldogicecream.co.uk](http://Cooldogicecream.co.uk)

