

Uncle's Ice Cream

📍 Food and Beverage Waialua, HI, USA

"Americans spend \$7.5b a year on mostly low quality ice cream novelties. We offer remarkable: super-premium ingredients, soft-baked cookies and amazing flavors. "



Company Summary

Ice cream sandwiches should be remarkable! So, we soft-bake our cookies and create our ice creams with the real, natural ingredients you'd expect - Hawaiian Coffee, fresh fruits, European chocolate - ones that many other brands skimp on. Our customers taste the difference, tell their friends and serve our sandwiches at their weddings (really!). With our roots in Hawai'i and a second plant Las Vegas, we are adding 200+ locations on the West Coast.

Executive Summary

Management

Paul Logan Co-Founder, CEO 11 years at Uncle's Ice Cream- Product Development- Production Systems Design- Distribution & Logistics
Several-time startup Co-founder, Restaurateur and Chef (turnaround and sale)
Barbara Logan Co-founder, CFO, CBO 11 yrs at Uncle's- Finance & Acctng- Brand & Mktg
Several-time startup Co-founder, Restaurant turnaround and sale
Mike Miottel SCORE Advisor 30 years in CPG, natural, gourmet and specialty foods

Customer Problem

Americans spend \$7.5B per year on ice cream sandwiches and bars and get: 1) "ice cream" that isn't ("frozen dairy dessert") 2) cookies your grandma would never serve 3) little flavor and even less variety. We offer flavors that folks rave about, Cookies to make your grandma jealous, More varieties than all the big brands combined. Market data shows that consumers are willing to pay a premium for quality and taste.

Product/Services

We make super-premium ice cream sandwiches in two sizes (6 oz classics and 2 oz minis) and dozens of remarkable tropical and traditional flavors! We soft-bake our cookies (6 different kinds) and create our ice creams with real, natural ingredients - Hawaiian coffee, fresh fruits, European chocolate - ones that many other brands skimp on. Our customers taste the difference, tell their friends and serve our sandwiches at their weddings (really!).

Target Market

Our target consumers are seeking "convenient, indulgent, fresh, transparent brands with a heart." This market is expanding: "Gen Z and Millennials now contribute more than Gen X and Baby Boomers to specialty food growth." As such, our ideal customers are supermarkets and high-traffic impulse-purchase locations, as well as food service and resorts offering high-quality foods with clean ingredients, unique flavors, and portion choices.

Company

URL: <https://unclesicecream.com>

Founded: June 2013

Employees: 30

Entrepreneur

Paul & Barbara Logan

pnb@unclesicecream.com

Round Overview

Funding Stage: series_seed

Capital Raised: \$1.28M

Capital Seeking: \$750k

Pre-Money Valuation: --

Run Rate: \$2.4M

Net Burn: \$42k

Team

Paul & Barbara Logan

Advisors

Mike Miottel - SCORE 30 years in Consumer Packaged Goods (CPG), natural, gourmet and specialty food products- Mfg, Whsle, Dist'n and Retail Founder - CPG launch to 5000 stores in 11 months

Social

<https://www.linkedin.com/company/83474228/>

<https://www.facebook.com/UnclesIceCream>

Business Model

Our ice cream sandwiches are an improvement on a long time consumer staple (eg, what Justin's is to peanut butter).- Self-manufacture using clean-label ingredients to create a wide variety of remarkable flavors- Use our traction in Hawai'i with national accounts for mainland expansion- Wholesale to discerning retailers where quality and taste are appreciated- Utilize co-manufacturers to quickly scale- Actively engage with consumers

Customers

Current Market Focus:1) Hawaii - Grocery stores, mini markets, tourist venues, food service 2) Mainland - currently in 125 Whole Foods locations on West Coast and LOIs to enter all Military bases in US with their grocery stores and mini markets3) Leverage current traction to expand into regional chains (Erewhon, Central Market, Harmons) and national accounts (Sprouts, Albertsons) as well as food service channels (sports arenas, conventions)

Sales/Marketing Strategy

We engage directly with business wholesale accounts through trade shows and category reviews of regional and national chains. We have not lost a business account in our 11 years of business. We actively communicate with actual consumers through social media, interactive website and email programs and through our popular special events orders program. Product demos are a major tool to build brand awareness and consumer engagement.

Competitors

Ice cream sandwiches have been in the marketplace for over 100 years. Traditionally, the category was characterized by low quality and a choice of vanilla - or vanilla. Recently, there is interest in bringing higher quality and variety to this category. Our classic 6oz sandwiches have some regional competitors, though we feel Uncle's stands out with our super-premium quality and large flavor selection. Our mini 2oz sandwiches are currently novel.

Competitive Advantage

Competitive advantage1) Highest quality2) Large flavor variety3) Bold taste4) Well-developed recipes with proven market traction5) Vibrant Hawai'i brand6) Strong consumer engagementFirst Mover1) 2oz snack size super-premium sandwich2) 12+ ice cream flavors with custom cookies

Uncle's Ice Cream Annual Financials

	2023	2024	2025	2026	2027
wholesaler to grocery stores	140	340	650	2650	4650
Revenue\$	1,525,600	2,400,000	5,280,000	14,990,000	27,880,000
Expenditure\$	2,654,000	2,745,000	4,410,000	13,580,000	25,240,000
Profit (Loss)\$	-1,128,400	-345,000	870,000	1,410,000	2,640,000

Currently opening up in 250+ locations on west coast which will bring burn rate to positive cash flow in 2025.