



**SLUSH
PUPPIE**

Around the world on a
tail wagging adventure

LONDON
BRAND
LICENSING
EUROPE 2017

History and facts



- Started in 1974
- 175 billion cups of SLUSH PUPPIE sold in Europe
- 22,000 SLUSH PUPPIE machines installed across Europe
- Presence in all all major European markets and the Middle East
- 15,000 Facebook followers
- Active social media programme on Twitter and Instagram
- Known and loved by millions of adults and children



SLUSH PUPPIE®

Europe's leading expert in Ice Crystal Drinks...



TOP DOG IN EUROPE



What is SLUSH PUPPIE?

- For kids and kids at heart, teens and adults
- SLUSH PUPPIE is a slushy drink famous for the squirt of flavor.
- A fun drink with simple interactivity of squirting and making your own flavor.
- Loved by kids today but also a nostalgic memory from childhood for adults



SLUSH PUPPIE



- Fruity flavors with vibrant colors
- Over 15 flavours including Original 'Blue Raspberry', Cherry, Cherry Limeade, Watermelon, Lemon Lime, Grape, Kiwi Strawberry, Green Apple Ice Cap, Polar Purple Shiver, Tropical Punch, Frozen Orange Frenzy, Pina Colada, Strawberry, Strawberry Banana, bubble gum
- Non carbonated
- Fat Free
- Caffeine Free





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Key product areas



We are looking for licensing partners to develop fun, inventive products in all of the following areas:

- Toys
- Games
- Gifts
- Stationery
- Apparel
- Accessories
- Home and Housewares
- Publishing
- Digital

They don't have to be frozen – but they have to be cool!

Licensees Include

- Fizz Creations – Toys and gifts
- Mad Beauty – Beauty
- Poetic Brands – Apparel
- 151 Products
- Manchester Drinks – Frozen Pouches



manchester
DRINKS Co.,



MAD BEAUTY



SLUSH PUPPIE

The Original



Style Guide

The 2017 SLUSH PUPPIE programme is bursting with flavors and colors that pounce off the page and files of graphic elements inspired by PUPPIE love.

**SLUSH
PUPPIE**

The Original

Logo Details

**SLUSH
PUPPIE**

The Original

"The Original" Stacked Logo



"Doghead" Logo

**SLUSH
PUPPIE**

"Stacked" Logo

SLUSH PUPPIE

"Horizontal" Logo

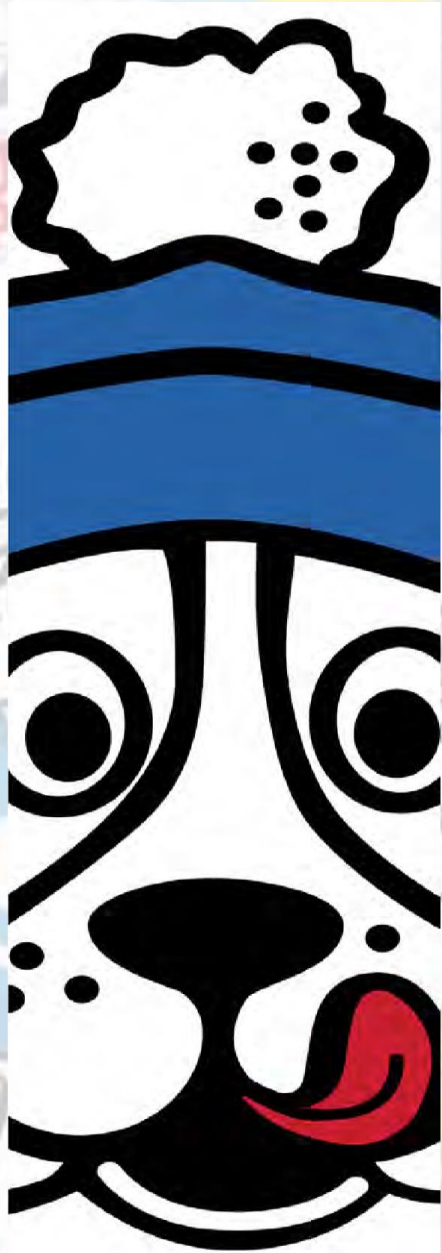






Product designs





Richard Pink
Nancy Jones

01279 505455
07859 362323

richard@pinkkey.co.uk
nancy@pinkkey.co.uk



SWEET ON SLUSH PUPPIE

