

The image shows a display of ice bars from the Icehotel. The background is a wall of ice with various neon-colored line art designs. In the foreground, two ice bars are displayed on a platform, each containing a small, glowing neon object. The overall lighting is a deep blue, creating a cold and artistic atmosphere.

# ICEBAR

BY ICEHOTEL

ORIGINAL. SENSUAL. MINDBLOWING

# ICEHOTEL

Welcome to a world entirely made of ice and snow from the Torne River, 200 km north of the Arctic Circle. For more than three decades, approximately 3 million people have travelled near and far to experience the fairytale of the Icehotel in the village of Jukkasjärvi, Sweden.

Every year, when the Torne River turns to ice, we transform this cold, clear, sustainable and malleable material to a unique hotel, bar, and art exhibition. This is world class design and architecture to be experienced by all your senses.

By introducing the Icebar you can bring part of this extraordinary sensation to your part of the world.



**ICEBAR**  
BY ICEHOTEL

# ICEBAR BY ICEHOTEL

is the magic of Icehotel, experienced anywhere in the world

- **Original**

An Icebar has an original heritage that derives from a unique wilderness and delivers the purest ice experience there is.

- **Sensual**

Icehotel and its environment is so unique that words cannot truly describe it. All your senses are touched and arouse an awareness of nature, life and beauty.

- **Transient**

We borrow frozen water, turn it into fascinating experiences, and then return it to the eco-cycle. It's a fleeting and wonderful experience.

- **Mindblowing**

There is constantly more to discover about Icehotel and the environment in Jukkasjärvi. New designs, tastes, experiences and perspectives – always a new reason to visit Icebar by Icehotel.

# BUSINESS LOGIC



Icebar by Icehotel is a unique concept in the individual leisure and corporate market. The building material consists of ice blocks, each weighing two metric tons. These are then designed, cut and sculpted to form the interiors of the Icebars. Each year, the bars, chairs, tables and artwork are redesigned according to a new theme. The artists who design Icebar also design and build a new Icehotel each year.

# VISION

The background image shows the interior of an Icebar. The room is dimly lit with vibrant blue and red neon lights. In the foreground, there is a large, rectangular ice sculpture with two dark, flat surfaces on top, resembling a bar counter. To the left, a circular ice sculpture contains a landscape scene with the text "Cool down in our" written in a cursive font. Behind it, the word "ICEBAR" is spelled out in large, blocky ice letters. In the center, a tall, multi-tiered ice sculpture features the "ICEBAR" logo and the text "PREMIER LOCALS". The ceiling is dark with some structural elements visible.

The vision is to be the most well-known, profitable and appreciated Icebar concept around. Each Icebar will deliver a unique experience with the highest quality. Icebar will be located all over the world in strategically chosen locations.



## THE GUEST EXPERIENCE

- The basis of the concept is to give our guests a unique and pleasurable Icebar experience.
- Drinks are served in glasses made of pure Torne river ice.
- A visit to the Icebar normally takes about 40 minutes.
- Guests book a 40 minute time slot in advance. (sufficient time to enjoy the experience, profitable for the owner to have a good flow of guests)

## IMPORTANT TIPS FOR SUCCESS

- The Icebar should ideally be directly adjacent to a meeting place that offers food and beverages and is fully licensed to serve alcohol.
- The adjacent venue should also be a natural part of the visit to the Icebar. A cooperation between the two is vital.
- A nice place where guests can share their experiences with one another after visiting the Icebar has proven to be important for making the Icebar visit a total experience.

# OUR GUESTS

Icebar by Icehotel guests can be divided into two groups: occasional inbound tourists who visit Icebar by Icehotel and several other local attractions; and local patrons, in groups or individually, who 'spice up' an evening out with a visit to Icebar by Icehotel.

In addition, we segment our guests in two sub-categories: **MICE** and **Leisure**.



## **MICE (Corporate);**

Meeting, Incentive, Conference and Events. A company usually pays the bill.

## **LEISURE (Private);**

couples, families or groups. Individual guests pay privately.

# LOCATION

Examples of suitable cities:

- Port cities where cruise ships dock
- Major tourist cities

Condition:

- Large amount and flow of tourists
- Good conditions for transporting ice

Examples of locations and cooperations:

- Hotels
- Restaurants
- Shopping centres
- Tourist activities, amusement park
- Stand-alone



# MARKETING AND SALES

The support office works with the brand, the chain's joint marketing material and development of webspace for Icebar on icehotel.com. The franchisees works with local marketing and sales via its sales network. A simple way of describing the distribution of marketing and sales work is as follows:

- **Inbound and Local MICE**  
Sales via sales agents, such as travel organizers, event companies, tourism offices. Advertising on booking sites, Google and other sites.
- **Inbound Leisure**  
Partly via sales agents, partly advertising on booking sites, Google and other sites
- **Local Leisure**  
Marketing, Advertising on booking sites, Google and other sites.

# PRICING POLICY

ICEBAR by ICEHOTEL sells the experience in the form of time-limited visits to ICEBARs in so-called time slots. Normally, time slots are forty minutes. The guest pays a per-person/time-slot rate and the price usually includes the first drink.

# INTERIOR DESIGN WITH ICE

The background image shows an ice bar interior. A large neon sign in the foreground features a stylized 'T' shape with a red outline. In the background, another neon sign reads 'Cool down in our' in a cursive font. The scene is dimly lit with a blue and purple color palette, and various ice structures and neon elements are visible.

## GENERAL

Since the use of ice is central to the entire concept, Icebar by Icehotel has developed a comprehensive model for ice management. Each year, the Ice and design team delivers a new ice interior. Interiors are created by artists who are also involved in the development of art and design at Icehotel. Production takes place in Jukkasjärvi and the interior is shipped to each Icebar, where it is installed by experienced ice technicians.

## REFRIGERATION SYSTEMS

The franchisee will purchase the refrigeration system locally. Icebar by Icehotel will support the local authorized supplier when installing the equipment. The franchisee will hire a local refrigeration specialist to provide service according to instructions in the handbook.

# DRINKS IN ICE GLASSES

Icebar by Icehotel uses drinking glasses made of ice from the Torne River. Drinking glasses are made in Jukkasjärvi and shipped to each Icebar by Icehotel in freezer containers. The ice glasses are a key feature of the guests' Icebar by Icehotel experience.

Colorful drinks is served in our beautiful ice glasses. You can always find our signature drinks at an Icebar by Icehotel.



# SUSTAINABILITY

- All the ice we use to create an ICEBAR is naturally frozen in the Torne river, and the site where we collect the ice is less than 500 meters from our storage- and production facilities.
- The machines needed for the ice collection uses exclusively environmental class 1 Diesel fuel.
- Our year-round storage is well insulated and kept cold by a modern cooling plant with the most eco-friendly refrigerant on the market, CO2. The ice in the storage also helps to cool the storage.
- The leftover heat from the cooling plant is used to warm up the warm facilities in the storage building.
- The storage and production are powered by our own solar panels or the power grid where 100% of the electricity comes from renewable sources.
- Our shipping partner have a broad program for adjusting to today's climate situation, and they are ISO 14001 certified.



# WE ARE LOOKING FOR FRANCHISEES WHO HAVE

- Values that are in line with ours and who can be good ambassadors of the Icebar by Icehotel concept.
- Natural connection or knowledge of the target groups.
- Preferably previous experience of tourism and food & beverage
- Large local network and knowledge of the local market.
- Creditworthy / sufficient financial capacity for establishment.
- A great commitment and willingness to build a long-term growing and profitable business.
- Entrepreneurial company alternatively a strong and reliable approved leader who can be appointed.



# THE PROMISE

When you enter into cooperation with Icebar by Icehotel you become one of our selected team partners. This means that you will work closely with all of us at different levels in the Icebar by Icehotel organization. Our goal is that this cooperation will create a pleasant working and business environment, togetherness, solidarity and a firm ground for the success and profitability for you and for Icebar by Icehotel.

# TRAINING



- **The management**

Training before opening. The training process includes training of the management in Jukkasjärvi.

- **The network**

The franchisor arranges an annual conference, the Icebar summit - this meeting focuses on the visions, quality, best practices and return on investment (ROI) of Icebar by Icehotel.

- **The team**

Training in connection with the opening. Icehotel representatives train local staff and management on site before opening.

# FORECAST 5 YEARS ONE ICEBAR

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
<b>GUESTS</b>	100 000 pax	110 000 pax	120 000 pax	130 000 pax	135 000 pax
<b>TURNOVER</b>	2 050 000 EUR	2 255 000 EUR	2 480 000 EUR	2 600 000 EUR	2 700 000 EUR
<b>GROSS PROFIT</b>	61%	61%	62%	62%	63%
<b>PROFIT MARGIN</b>	21%	21%	22%	22%	23%
<b>PROFIT</b>	435 000 EUR	475 000 EUR	545 000 EUR	590 000 EUR	630 000 EUR

# FEES



- Entrance fee, single franchise – 35 000 EUR
- Monthly fixed franchise fee – 2500 EUR
- Turnover-based franchise fee, 5%

# ICE CONSTRUCTION & ICE MAINTENANCE

## ICE CONSTRUCTION – approx. 115 000 EUR/year

Every year the ICEBAR interior is completely renewed. Approximately 6-7 months before opening, the team at Icehotel starts the process by discussing a preferred theme with the franchisee and select suitable designers for the project. The ice is then prepared in Jukkasjärvi and shipped to the bar where the designers together with a team of expert ice construction workers installs the new interior.

*The cost for the construction will vary depending on location and size.*

## ICE MAINTENANCE – approx. 40 000 EUR/year

Three times every year, the bar will be maintained to keep the high standards of the ICEBAR by ICEHOTEL concept. Body heat from guests and draft from the cooling fans will slowly evaporate the ice. We will sharpen rounded edges, seal holes and even replace the most damaged parts.

*The cost for the maintenance will vary depending on location and size.*

# CAPITAL REQUIREMENT

Approx

**500 000**

EUR investment

# AGREEMENT

The term of the franchise agreement is seven (7) years from the starting date. The franchisee is also granted an option to enter into a new agreement following the expiry of the franchise agreement

# STEPS AND TIMELINE

