

PAN-N-ICE EVENT GUIDE 2019



**Ice cream made in front
of your beautiful eyes**

www.pan-n-ice.co.uk

HELLO YOU

Are you looking for an interactive dessert experience like no other?

Pan-n-Ice is one of the UK's **fastest growing ice cream brands** having turned the ice cream roll niche into a sought after treat. We have opened multiple parlours in retail destinations such as Westfield and Selfridges. In addition to this, Pan-n-Ice has delivered over a thousand events across the UK, Europe and beyond. We strive to be your one stop shop for all of your experiential catering needs.

If you would like to create wow factor at your event, Pan-n-Ice has trusted experience in delivering **dessert 'cater-tainment'** that is both fun to watch and delicious to eat. Pan-n-Ice can build for you a **fully custom branded** set up which can include personalised cups, menus and cart panels.

As everyone loves ice cream, the variety of event we can deliver is truly infinite. If you are hosting a marketing activation, office treat or party we will be delighted to cater for it.

Cold treats for warm hearts
by Pan-n-Ice.

OUR FRIENDS

Here are a few of our friends who we've worked with in the recent past.

STELLA
MCCARTNEY



Harrods

TED BAKER
LONDON

KARL
KARL LAGERFELD

SONY

L'ORÉAL

You Tube

PlayStation



BBC

Google

PRETTYLITTLETHING



SINCE *Kiehl's* 1851

RR

GREY GOOSE
WORLD'S BEST TASTING VODKA

GYMSHARK

IBM

SELFRIDGES&CO

facebook



ESTÉE LAUDER

THE NED
LONDON

HOW THE MAGIC'S MADE

Our process for making the most satisfying ice cream rolls.

STEP 1



Selection

The guest chooses their desired ingredient. Fruit? Chocolate? Biscuit?

STEP 2



Mixing

Our chef pours Pan-n-Ice's signature British dairy cream OR vegan cream onto the ingredients and ice pan.

STEP 3



Slice & Dice

The mixture is sliced and diced to fuse the beautiful flavours together.

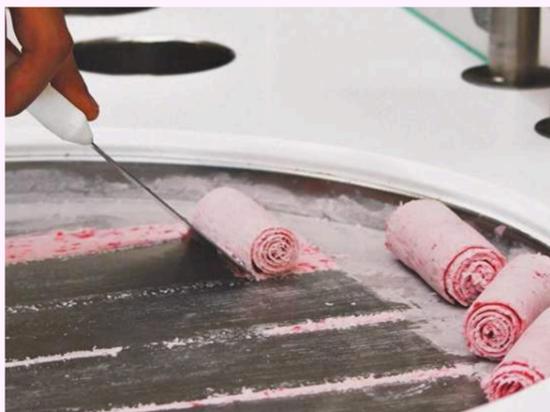
STEP 4



Flattening

The ice cream is then flattened into a perfect rectangle, ready for rolling.

STEP 5



Rolling

Finally, your ice cream is satisfyingly handcrafted into fresh rolls, ready to enjoy.

“ The team at Pan-n-Ice were fantastic at our event for 400 senior global directors. They created cocktail flavoured ice creams which seamlessly fitted with our movie-theme. I am sure we will be re-booking them yet again.”



HOW WE MAKE YOU SMILE

Hire starts from **£690 for 50 servings** and includes everything you will need:

- + Our passionate and engaging ice cream chefs
- + Premium ingredients, toppings and our signature ice cream (Vegan options available)
- + Specialist ice cream pan equipment

All we require from the venue is 1 standard plug socket per ice pan. These draw 1000 watts in power.

1 staff member can create 120 ice creams per hour per ice pan.

We can cater for up to 4000 ice creams per day using multiple pans. Feel free to request as many pans as you need but typically we will bring 2 in one cart.



WE GET PERSONAL

Each Pan-n-Ice event we deliver can be made into a **1 of 1** unique creation with options to fully bespoke the **cart panels, menus** and **cups**. All you need to do is send us a logo and design guidelines as well as your flavour choices.

If you would like to create some **brand new flavours** then please request a worded menu and let us know which ingredients you would like us to include. Alternatively, check out our Summer menu and pick **up to 4 flavours**.



SUSTAINABILITY

Being kind to the environment is cool



Wooden Spoons

You spoke. We heard you. Pan-n-Ice strives to be environmentally friendly and that begins with reducing the amount of plastic we use. If clients' prefer, they can opt for wooden recyclable spoons.

Wafer Cups

These taste great and look the part too. Edible wafer cups are the same size as our traditional paper cups but they are edible. Let us know if you would like to use these instead of our pink and blue cups or as an alternative to custom branded cups.



Little Waste

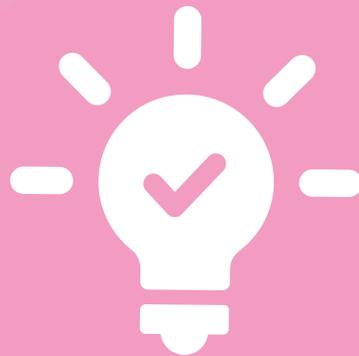
That's right, we tailor our clients' event experiences so that we leave next to no wasted product. We always bring extra ingredients such as Oreos and Ferrero Rochers in case we go over the requested number of ice creams (which we typically do) but we are always sure not to throw away any non-perishables.



WHAT EVENTS DO WE CATER FOR?



**BRAND
ACTIVATIONS**



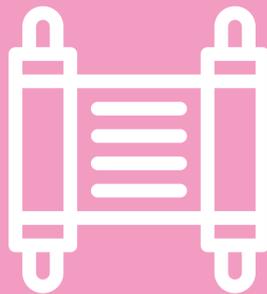
**MARKETING
CAMPAIGNS**



**EXHIBITION
STANDS**



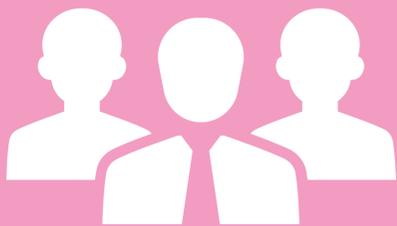
**BIRTHDAY
PARTIES**



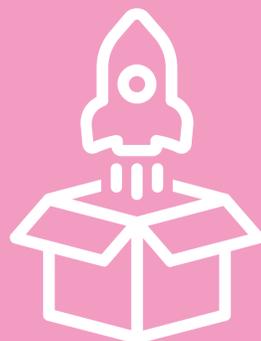
**BAR
MITZVAHS**



WEDDINGS



CONFERENCES



**PRODUCT
LAUNCHES**



**MULTI-DAY
EVENTS**

ADDITIONAL SERVICES

Alcoholic Ice Lollies

Fancy a low-calorie dessert treat with a bit of a kick? Our brandable ice lollies are the perfect grabbable snack for events this summer. Check out this brand activation with fashion pioneer, Kenzo. We do non alcoholic popsicles too. How does Mint Chilli sound?



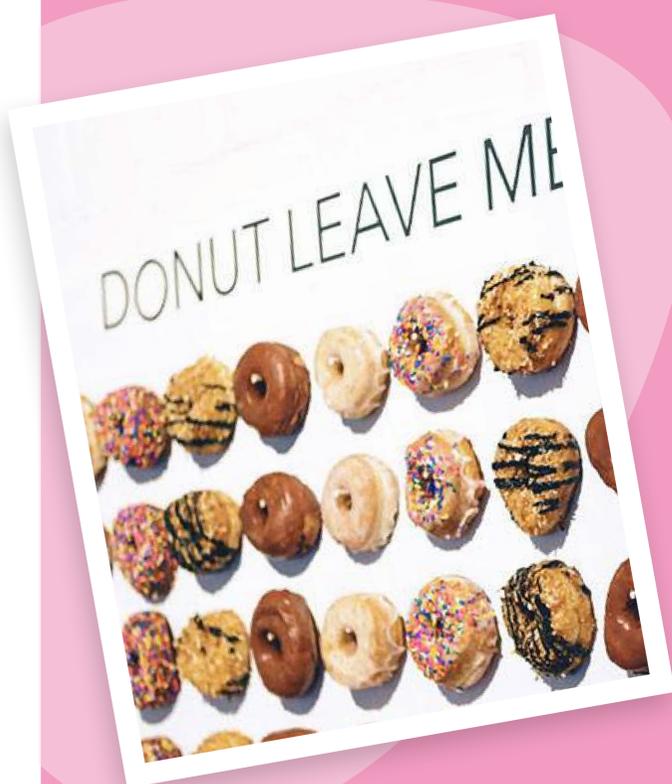
Smoothies, Milkshakes and Cocktails

If you are looking for a portable bar at your corporate event, conference or party here in the UK or abroad then look no further. Let us personalise your bar to align with your company brand image and logo, with flavours and product colours to match! You can also add further fun impact with brandable smoothie cups and staff t-shirts.



Doughnut and Cookie Walls

We can provide 100's of mouth watering doughnuts and freshly made cookies for given events. We have a variety of flavours including Oreo Doughnuts, right through to Cadbury's Caramel.

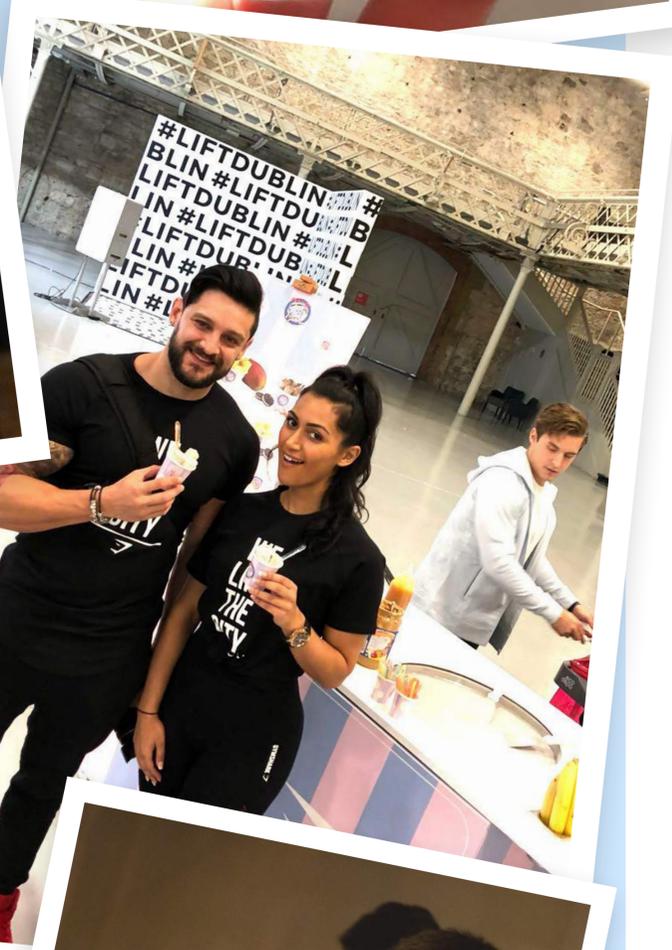


“ We really loved working with Pan-n-Ice for the 4 days at the Mobile World Congress in Barcelona. We have since re-booked them for 10 + events. Their ice cream catering is really interactive and added a lot of value to our event. ”

Google

MAKING MEMORABLE MOMENTS

Because sharing's caring!



YOUR GUESTS CAN EVEN HAVE A GO AT MAKING THEIR OWN PAN-N-ICE



LARGE SCALE EVENTS

IBM, Cannes

IBM Cannes - Pan-n-Ice was cordially invited to have a personalised ice cream cart inside **IBM's exclusive cabana** on Cannes' famous beachfront for the **Festival of Creativity**. They were looking for something fun, creative and experiential to add further value to their guest's experience. Across the 4 days we handcrafted 2,000 Pan-n-Ice's to treat the world's most influential creative directors, entrepreneurs and A-list celebrities.



Google, Barcelona

Our closest client, **Google**, regularly re-book Pan-n-Ice for their large scale brand activations at product launches, exhibitions and conferences. Our largest was the **Mobile World Congress in Barcelona** where we served 13,000 ice creams and 5,500 hot chocolates across 4 days. We were flat out serving from 8am - 5pm each day, despite it being in the height of winter when Barcelona saw snow for the first time in 2 decades. Google built a custom made kiosk, from which we served our guests. We even worked with Google to design an app which used an algorithm to allow certain guest's to order a limited edition product.



LET'S HAVE A CHIT CHAT!

If you'd like to book a personalised Pan-n-Ice experience for your next event or have any questions please get in touch.

Pop us a call:

020 3735 7377 or **0771 144 4115**

(Joe is almost always available on his mobile!)

Or drop us an email:

events@pan-n-ice.co.uk



www.pan-n-ice.co.uk