

# VAMPIRE PENGUIN



BRINGING FRIENDS AND FAMILIES TOGETHER  
WITH SHAVED SNOW MAGIC

## VAMPIRE PENGUIN

SHAVED SNOW AND DESSERTS

"A HUMAN'S GUIDE TO EVERYTHING  
VAMPIRE PENGUIN"



## Who is Vampire Penguin?



Vampire Penguin is a penguin who lives in the North Pole. Even though there aren't any other penguins in the North Pole, Vampire Penguin lives there because he is a vampire. Stylishly eerie, the caped avian rules the dark polar skies. But behind his nonchalant eyes, Vampire Penguin truly misses his penguin family and longs to be with them, hence, he conjures shaved snow magic, fluffy, cakey, ice desserts to bring friends and families together, a source of infinite joy, to his infinite void.

# What is Vampire Penguin shaved snow?

Vampire Penguin shaved snow is a unique interpretation of shaved ice. Not to be confused with snow cones, Vampire Penguin shaved snow is light, smooth, and fluffy. Penguin vampy's (our beloved customers) can customize their snow by desiring a flavor, pairing them with their favorite toppings, making endless creations, or they can pick from a genius set of combinations concocted by the caped-avian himself.



Vampire Penguin created its *own* product line.

We are **not dependant** on snow powders that are produced in a monopolized market.

We formulated our own product resulting in **higher margins & lower production cost.**

**3-4 x LESS CALORIES**  
THAN ICE CREAM OR YOGURT

**Non-dairy, Vegans, and Sugar-free options. 4x less sugar and fat than ice cream or yogurt.**

**Will be the #1 contender as an alternative to ice cream**





# The Taking Over the World Plan

We are licensing the trade name and operation know-how of Vampire Penguin to dedicated operators in their non-compete territories. We are not a franchise and the biggest difference is that we don't control or dictate the licensee's marketing or operations or its business operation and ownership. We also allow the licensee to grow and tailor their menu to complement their demographic so long as both parties are involved in this modification.

Licensing is ultimately more feasible than franchising because we allow the licensee to control their over-all start-up costs, allowing the licensee to source their own contractors, construction costs, etc. Our guarantee is to guide the licensee throughout the process, applying our experience opening more than 10 retail stores. We will also provide the initial training and guide the licensee in designing and executing their very own store.

We believe that the success of the Vampire Penguin brand is dependent on independent, yet united licensees.

“Would come everyday if I could.”  
- Leah D.

“...neither of us took a breath until we had scraped our plate clean.”  
- Jane D.

“Loved every bite.”  
- Kelly D.

“Complete taste bud orgasm.”  
- Elizabeth G.

“The texture and quality of the Snow is perfect.”  
- Max M.

“AHHHMAZING!!!!”  
- Michelle C.

“Can't wait to go back and try all the flavors and toppings.”  
- Cecilia T.

“...I was in love at first sight and immediately threw myself at this majestic perfectly shaped delectable snow.”  
- Jennifer M.

“My husband literally fell in love with their desserts...”  
- Miranda T.

“Holy f#@king s#\*t did this place blow my mind...”  
- Audrey C.



1. Vampire Penguin  
★★★★★ 127 reviews  
\$ · Desserts, Shaved Ice



2. Vampire Penguin  
★★★★★ 709 reviews  
\$ · Desserts, Shaved Ice



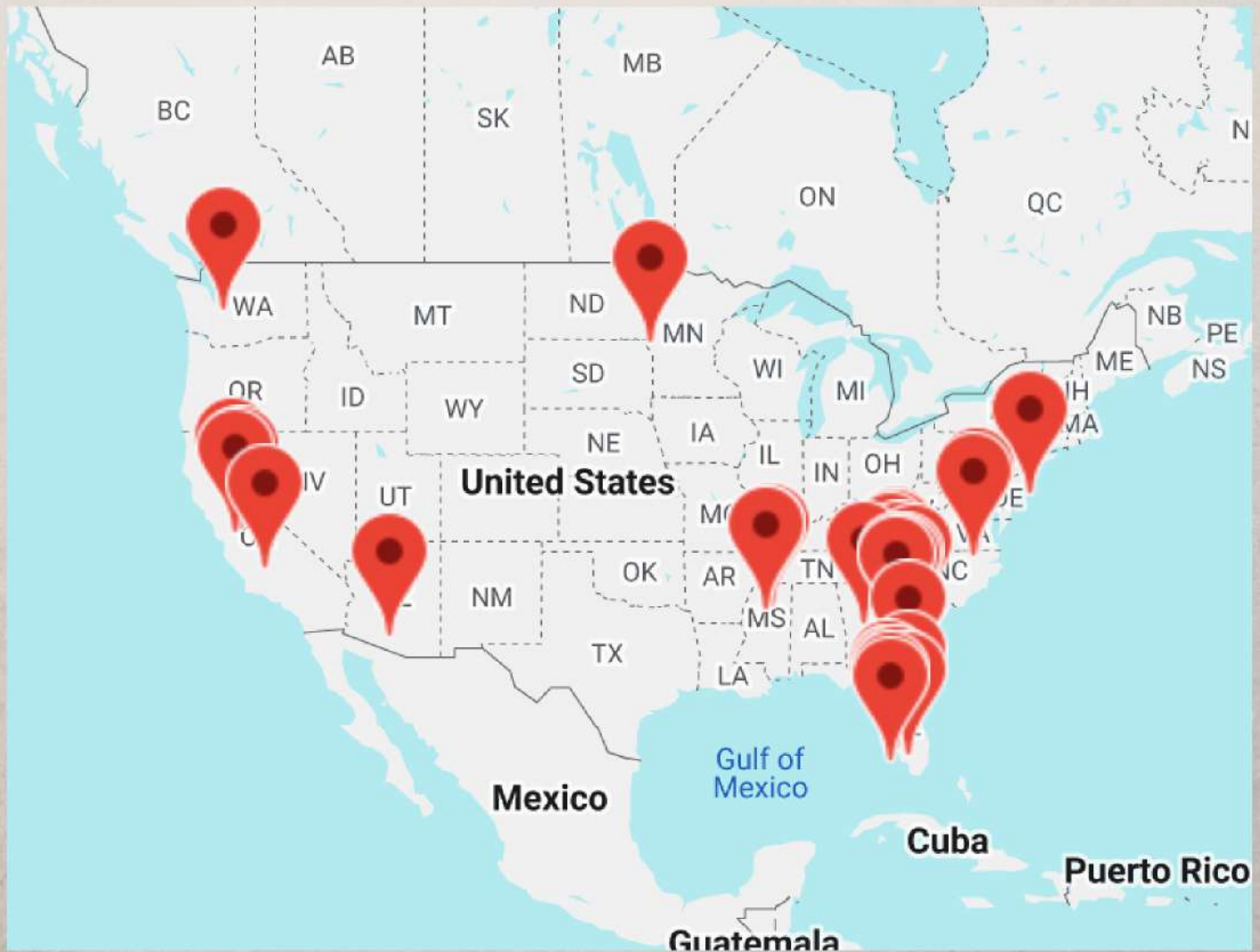
3. Vampire Penguin  
★★★★★ 239 reviews  
\$ · Desserts, Shaved Ice



4. Vampire Penguin  
★★★★★ 203 reviews  
\$ · Desserts, Shaved Ice, Poke

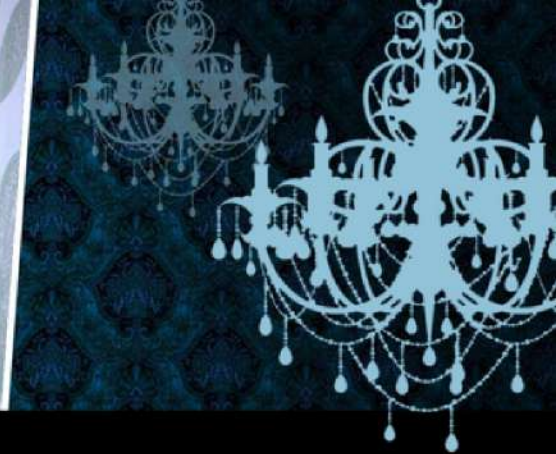


**SINCE 2013, WE HAVE GROWN TO MORE THAN 30 LOCATIONS IN THE U.S. MORE TO COME!**









Black, white, and dark grey are used as a clean, crisp backdrop that match the penguin color palette and vampyric theme.

We use highlights of orange (such as the bowtie) to brighten the atmosphere and keep the space light, fresh, and approachable.



# CONTACT US

Schedule a phone conversation with us or email us any questions or ideas you might have.



LICENSING@VAMPIREPENGUIN.COM  
WWW.VAMPIREPENGUIN.COM  
@VAMPIREPENGUINSNOW