



## Corporate Fact Sheet

### “The Taste of Paradise”

Island Oasis was founded in 1984 to address the foodservice industry’s need for a high-quality line of frozen beverage mixes. Since then, the company has maintained its unrelenting commitment to be “*The premiere frozen beverage supply company in the world.*” Today, Island Oasis products are enjoyed worldwide – throughout North America, Mexico and the Caribbean, and in distant locations as far as Asia.

The industry leader, Island Oasis is the only to offer a complete, turnkey beverage program to the foodservice industry, supplying premium, all-natural frozen beverage mix products; state-of-the-art blender technology; unmatched customer and technical service; and custom point-of-purchase promotional materials.

The company’s line of premium frozen beverage mixes offers breadth and versatility to create frozen drinks, frozen smoothies and shakes, as well as rocks drinks. Additionally, Island Oasis, in partnership with NUCO (a leading producer of supplements), offers the Power Blendz™ product line – all-natural products with pharmaceutical grade nutritional supplements, vitamins and protein powders, designed for the health and fitness industry.

The Island Oasis frozen beverage program is currently operating in a broad range of foodservice establishments including restaurants and bars, resorts and cruise lines, schools and universities, coffee shops, fitness clubs and convenience stores.

### FAST FACTS

**Company:** The leader in providing the highest quality, frozen beverage products and services worldwide.

**Founded:** In 1984 by Michael Herbert (current owner and president) to address the foodservice industry’s need for a higher quality, better-tasting line of frozen drink mixes.

**Headquartered:** Walpole, Massachusetts

**Employees:** 230

**Global Reach:** Distribution throughout the 50 United States, Canada, the Caribbean, Mexico, Costa Rica, the United Kingdom, Greece, China and Singapore

**Among Island Oasis’s Clients Are:** Jimmy Buffett’s Margaritaville Restaurants, Royal Caribbean International Cruise Lines, Applebee’s, Red Robin, Olive Garden and Red Lobster

**Branded Product Line Flavors:** Currently offers 21 flavors, including: Strawberry, Pina Colada, Banana, Raspberry, Mango, Peach, Wildberry, Papaya, Guava, Passion Fruit, Margarita, Lemonade, Sour Mix, Hurricane, Cappuccino, Ice Cream, Non-fat yogurt, Mojito, Smoothie Starter, and No-sugar-added Strawberry and Banana

For more information, please visit [www.islandoasis.com](http://www.islandoasis.com).



## Island Oasis - Cocktails

Island Oasis is the industry leader in providing the freshest, highest quality frozen beverage mixes to customers worldwide. Today, Island Oasis' frozen drink products are sold throughout the world in a broad range of locations including restaurants and bars, resorts, cruise lines and limited retail locations.

Island Oasis is the only frozen beverage mix company to offer a complete, turnkey beverage program to the foodservice industry, supplying premium, all-natural frozen beverage mix products; state-of-the-art blender technology; unmatched customer and technical service; and custom point-of-purchase and promotional materials. The company's line of premium frozen beverage mixes offers the versatility to create frozen and rocks drinks, as well as smoothies and shakes.

### *Unmatched product quality*

Made from *real* fruit (the highest percentage of fruit content in the category), Island Oasis' fruit purées and dairy-based frozen beverage mixes are all natural with no artificial colors or flavoring and offer 100% of the recommended daily allowance of Vitamin C.

As the category leader, Island Oasis offers variety to its customers with a 21-item line of frozen beverage mixes. Flavors include: Strawberry, Pina Colada, Banana, Raspberry, Mango, Peach, Wildberry, Papaya, Guava, Passion Fruit, Margarita, Lemonade, Sour Mix, Hurricane, Cappuccino, Ice Cream, Non-fat yogurt, Mojito, Smoothie Starter, and No-sugar-added Strawberry and Banana

### *Cutting-edge equipment*

In the pursuit of frozen drink perfection, Island Oasis engineers and patents its own blender technology. The company's leading-edge equipment, which includes its state-of-the-art ice shaver blender line, guarantees perfect, frozen drink consistency every time.

### *Superior customer service*

Each of Island Oasis' customers receives exceptional support service that includes technical support response within 24 hours; account inventory maintenance; recipe development; and complimentary, customized merchandising and promotional materials.

Island Oasis frozen beverage mixes are packed in 12/32 oz cartons and shipped frozen or in aseptic, shelf-stable packaging to ensure quality. Yield: 384 oz per case or approximately 96/12 oz cocktails. The products are distributed throughout the US and internationally to Canada, the Caribbean, Mexico, Costa Rica, the United Kingdom, Greece, China and Singapore.

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## Island Oasis - Smoothies

Smoothie sales have soared from \$1 billion in 2001 to over \$2 billion today, with growth expectations of 88% between now and 2011 to become a \$3.8 billion beverage segment.

Island Oasis offers a complete, turnkey smoothie beverage program. This unique business opportunity allows schools, fitness clubs, coffee shops and other foodservice and retail establishments around the world to incorporate a healthy beverage program with ease, while greatly enhancing their profitability potential (gross margins on smoothies average 70-85%).

### ***Unmatched product quality***

Made from *real* fruit (the highest percentage of fruit content in the category), Island Oasis' fruit purées and dairy-based smoothie products are all natural with no artificial colors or flavoring and offer 100% of the recommended daily allowance of Vitamin C.

As a frozen smoothie category leader, Island Oasis offers variety to its customers with a 21-item line of frozen beverage mixes. Smoothie flavors include: Strawberry, Pina Colada, Banana, Raspberry, Mango, Peach, Wildberry, Papaya, Guava, Passion Fruit, Margarita, Lemonade, Sour Mix, Hurricane, Cappuccino, Ice Cream, Non-fat yogurt, Mojito, Smoothie Starter, and No-sugar-added Strawberry and Banana

Island Oasis also offers, under its *Island Originals* brand, five no-sugar-added products for use in school smoothie programs.

### ***Cutting-edge equipment***

In the pursuit of smoothie perfection, Island Oasis engineers and patents its own blender technology. The company's leading-edge equipment, which includes its state-of-the-art ice shaver blender line, guarantees perfect smoothie consistency every time.

### ***Superior customer service***

Each of Island Oasis' customers receives exceptional support service that includes technical support response within 24 hours; account inventory maintenance; recipe development; and complimentary, customized merchandising and promotional materials.

Island Oasis mixes are packed in 12/32 oz cartons and shipped frozen or in aseptic, shelf-stable packaging to ensure quality. Yield: 384 oz per case or approximately 76/12 oz smoothies. The products are distributed throughout the US and internationally to Canada, the Caribbean, Mexico, Costa Rica, the United Kingdom, Greece, China and Singapore.

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## Island Oasis – Power Blendz

As the industry leader in the frozen beverage mix business, it was a natural expansion for Island Oasis to develop a line of premium products designed for the health and fitness industry. In 2005, Island Oasis, in partnership with NUCO (a leading producer of supplements), launched the Power Blendz™ product line – offering all-natural products with pharmaceutical grade nutritional supplements, vitamins and protein powders.

Power Blendz, like the other frozen beverage programs offered by Island Oasis, is a complete, turnkey program supplying premium, all-natural frozen beverage mix products; state-of-the-art blender technology; unmatched customer and technical service; and custom merchandising and promotional materials. This unique business concept allows fitness, nutrition and wellness locations to incorporate a healthy beverage program with ease, while enhancing profitability potential.

### *Unmatched product quality*

Made from *real* fruit (the highest percentage of fruit content in the category), Island Oasis' fruit purées and dairy-based products are all natural with no artificial colors or flavoring and offer 100% of the recommended daily allowance of Vitamin C.

Island Oasis' Power Blendz flavors include: Strawberry, Pina Colada, Banana, Raspberry, Mango, Peach, Wildberry, Papaya, Guava, Passion Fruit, Margarita, Lemonade, Sour Mix, Hurricane, Cappuccino, Ice Cream, Non-fat yogurt, Mojito, Smoothie Starter, and No-sugar-added Strawberry and Banana

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## Island Oasis: Fun Facts

- 43% of 18-34 year-old consumers ordered a frozen/blended alcoholic beverage or smoothie in the past 3 months
- Over a quarter-of-a-billion Island Oasis frozen drinks and smoothies will be served this year, which equates to...
  - 28,500 Island Oasis drinks per hour
  - 475 Island Oasis drinks per minute
  - 8 Island Oasis drinks per second
- Strawberry is Island Oasis' #1 flavor
- 1.5 cups of ice are called for in mixing an Island Oasis frozen cocktail
- At an average drink price of \$5.00, away-from-home beverage sales exceed \$1.25 billion per year
- Over 11 million margaritas were made in 2007 using Island Oasis Margarita mix
  - During an average 6-month period, 18.7 million adults (or 8.6% of adults) will drink a margarita (indexes to women/almost 2-to-1)
- Aruba is Island Oasis' top Caribbean market
- From 2001 – 2006 smoothie sales increased by more than 100% and are expected to grow +88% from 2006 – 2011
  - Smoothies will become a \$3.8 billion beverage segment by 2011
- Smoothie shops have gross margins between 70% and 85%...higher than most beverages
- The average price consumers are willing to pay for a smoothie is \$2.59
  - 27% of consumers are willing to pay more than \$3.00 for a smoothie
- Last year, Island Oasis produced more than 569,000 pieces of custom and generic point of sale and merchandising materials (i.e. menus, posters, banners, etc....)