



**100%**  
**NATURAL**

*Delight the world with  
better choices for a good life*

# Our Story

Our journey began in 2018, just the two of us, on a bike in a Farmers' Market, selling 100% natural plant-based ice cream pops, wrapped in clean labels and made from real fruit. We're on a mission to spread happiness sourced from nature, one pop at a time! Our pops are high in fibre, free from allergens, and have no refined sugar.

Just like you, we love our environment, and our packaging is plastic free!

Today we are more than 85 people, operating more than 25 locations across the GCC, including UAE's prime real estate locales like JBR, Dubai Eye, Kite Beach, City Walk and Yas mall. We have collaborated with world-renowned brands like Costa Coffee, Huda Beauty, Breitling and more. We cater for leading hotel chains like Hilton, Marriott, Jumeirah, Ritz Carlton, and Caesar's Palace.

We look forward to connecting with you and discussing opportunities related to franchising, distribution, export, and private label.



# Our Values



## Purity

- 100% NATURAL
- 5 ingredients
- Plant based
- No refined sugar



## Sustainability

- PLASTIC FREE
- The first and only plastic free ice cream stick in the region
- Bio-PLA film, compostable, bio-degradable
- Uniforms made from recycled plastic bottles



## Wellness

- FRUIT ON A STICK
- Up to 94% fruit content
- Low calories
- Rich in fibre



## Creativity

- INNOVATION
- Quick innovation cycle
- Frequent new product releases



## Customisation

- TAILOR MADE
- Customised branding of bikes, sticks and packaging



## Quality

- TOP TIER CERTIFICATION
- Quality first
- Halal, HACCP, and FSSC

## What we have in store for you



### Mighty mango

Shout-out to Mango lovers: we bring you the finest Mango Alphonso on a stick



### Very raspberry

Pleasant Raspberry aroma blend with fresh lime for a refreshing experience



### Super strawberry

We handpick these sweet, ripe and fresh strawberries to bring you brightly red happiness



### Mango passion

Our best seller mango with a playful twist of passion fruit



### Fancy Choco

The finest 100% cocoa powder with a touch of organic coconut milk



### Galactic lime

Fresh lime juice meets fresh mint leaves with a pinch of blue superfood spirulina



### Crazy coconut

A creamy tropical indulgence with fresh shredded coconut for an exquisite experience



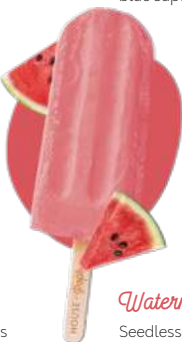
### Passion fruit

If you love sour then this pop's for you - taking your taste buds by tropical storm



### Blackberry lemonade

A refreshing mix of blackberries with fresh lime juice



### Watermelon

Seedless watermelon with a twist of lime juice



### Dragon Colada

A unique blend of dragon fruit, banana, and pineapple in a creamy popsicle delight



### Black/Charcoal Lemonade

Charcoal and lemonade fusion!

## 'HAPPINESS' collection

## 'ROYAL' collection

### Mango strawberry

Get sun kissed with our mango flavor topped with strawberry bits

### Coconut strawberry

Coco cream with strawberry slices to drive you coconuts

### Chocolate strawberry

Sweet-tangy summer madness with chocolate topped with strawberry slices

### Chocolate banana

Go bananas over chocolate and banana chunks

## 'CHOCO' collection

### Choco Chocolate

Indulge in our best selling Fancy Chocolate dipped in 72% Madagascar chocolate

### Choco Coconut

Indulge in our creamy Crazy Coconut dipped in 72% Madagascar chocolate

### Choco Passion

Indulge in our sweet and sour Passion Fruit pops dipped in 72% Madagascar chocolate

### Choco Strawberry

Indulge in our iconic Super Strawberries dipped in 72% Madagascar chocolate

## 'KETO' collection

### Keto Strawberry

Reimagined, our famous super strawberry for all the ketos

### Keto Coffee

Your favorite with its coffee indulgence minus the nasty sugar

### Keto Vanilla

Our organic Madagascar vanilla, perfect with taste and your keto diet

### Keto Chocolate

Indulge in our best-selling fancy chocolate pop redesigned to fit your keto lifestyle

## 'BOX sets'



### Keto Box

### Happiness Box



## Our Trade Range



# Our Presence

House of Pops has an impressive coverage when it comes to bringing happiness to the lives of our valued customers. We are currently in the UAE, KSA and BAHRAIN with plans to expand across the GCC.

## Our Happiness Fleet

Freezers



Bikes



Carts



Food Trucks



## Route to Market: We operate In 6 Channels

01



### Retail & Franchise

- We operate 25 Shops, and have local and international franchisees

02



### Online

- Solid online business with high average order value



03



### Trade

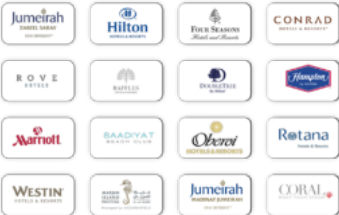
- Hypermarkets, Supermarkets, High End groceries

04



### HORECA

- Listed in top 4 and 5 stars hotels: Jumeirah, Marriott, Four Seasons, Hilton, W hotel etc..



05



### Events & Catering

- Servicing private and public institutions
- More than 120 events a year

06



### Schools

- Serving school canteen operators
- The only approved ice cream in Dubai



## Franchise information

### Who YOU are

You have the relevant F&B experience to help you succeed in all things ice cream and pops, looking to support the health and wellness of consumers through the right corporate partnerships.

You are able to scale the House of Pops concept through developing the right structure and allocating expansion funds.

You are someone that is looking to have a low investment with a high return within a short payback period, with ongoing research and development support to strengthen your team.

You believe in the power of sustainability and are happy with partnering with a company that strives to change the world one pop at a time, through plastic-free packaging, recycled uniforms, and more eco-driven solutions.

You are joining us to delight the world with better choices, for a good life.

Have a conversation with our team on [info@houseofpops.ae](mailto:info@houseofpops.ae). Let's do great things together for the love of pops.

## LOW INVESTMENT – HIGH RETURN – SHORT PAYBACK PERIOD

### What you get



Trademark License



License to Operate



Full Operations Manual



Marketing Strategies



Training Program



Ongoing Support

### Franchise Units



FOOD TRUCK

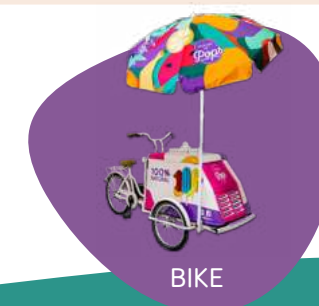


OUTDOOR KIOSK



INDOOR KIOSK

### Support Units



BIKE



PUSHY

## Where does it all come from?

Our technologically advanced manufacturing plant in Dubai, UAE - fitted out with state-of-the-art equipment from Portugal and Brazil - spans 7,000 sq. ft. with a high production capacity.

## R&D Team

The House of Pops Research and Development team leads the design for new products, explores food trends and healthy alternatives.  
We create customised solutions for various partners, using the freshest of ingredients with no preservatives.

## Quality Control

Our team of professionals are dedicated to the safe use of quality ingredients in our happiness-inducing pops, testing all products before and after the production cycle.

The laboratory ensures that every product uses top-shelf ingredients, and follows the rate of freezing and storage conditions before leaving our factory.



## Certifications

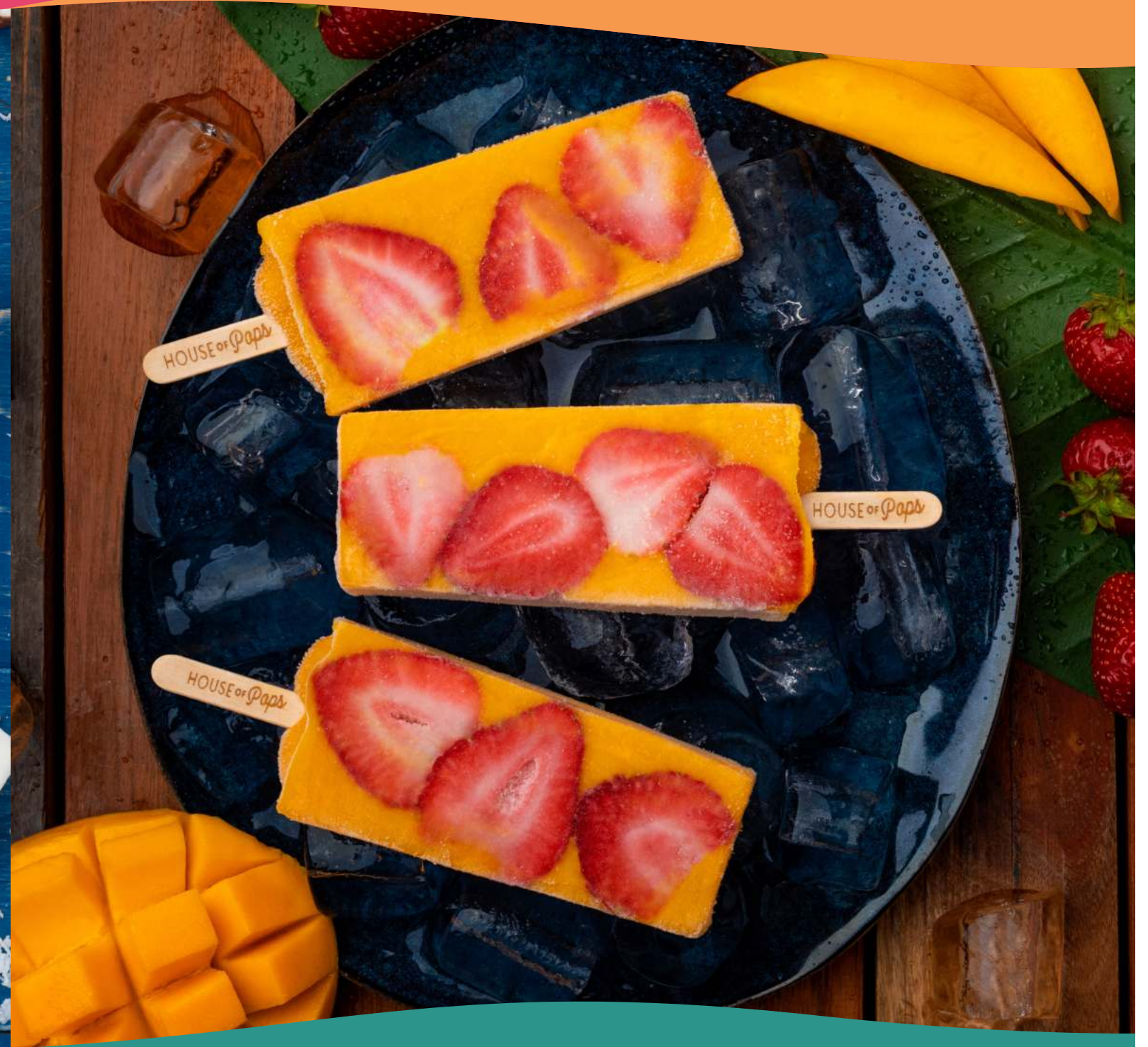
To align with local and international requirements, House of Pops is HACCP, FSSC 22000 and Halal certified.

This ensures that high quality standards are implemented as we are constantly striving for perfection in the right way.

With these certifications, all our products can be easily exported globally.











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