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Mid-Year Business Review

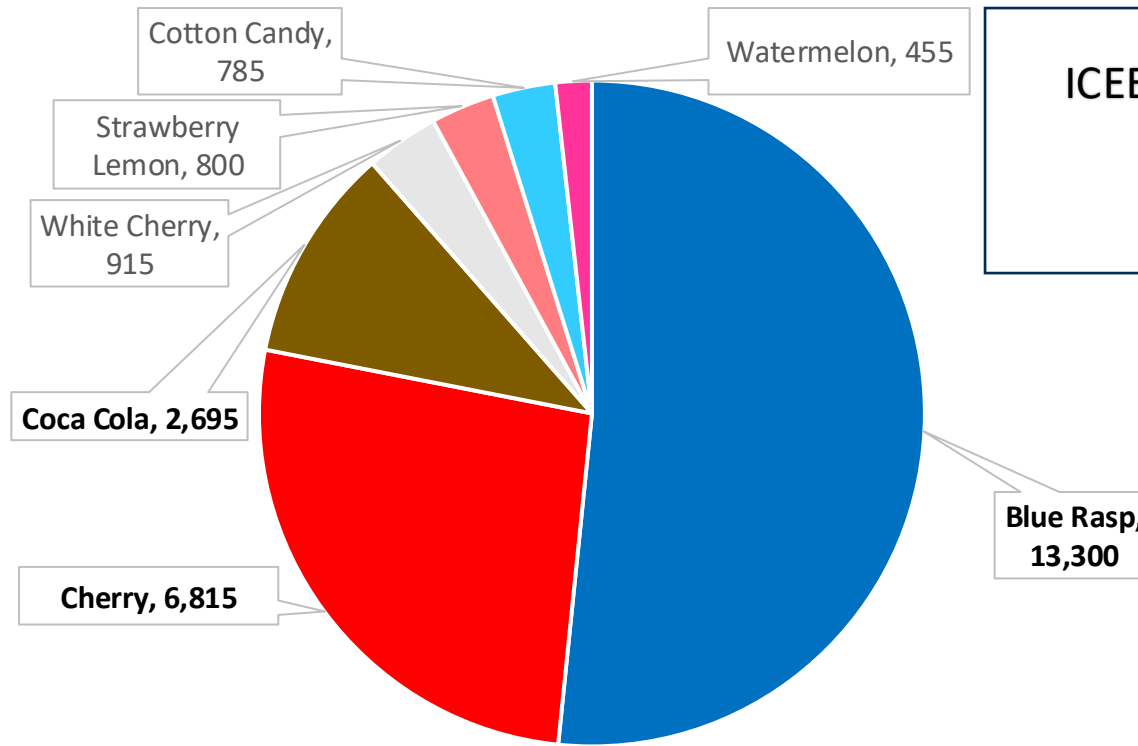


ICEE Gallon Purchases June 2025-2026



2026	26,090	-3.8%
2025	27,120	

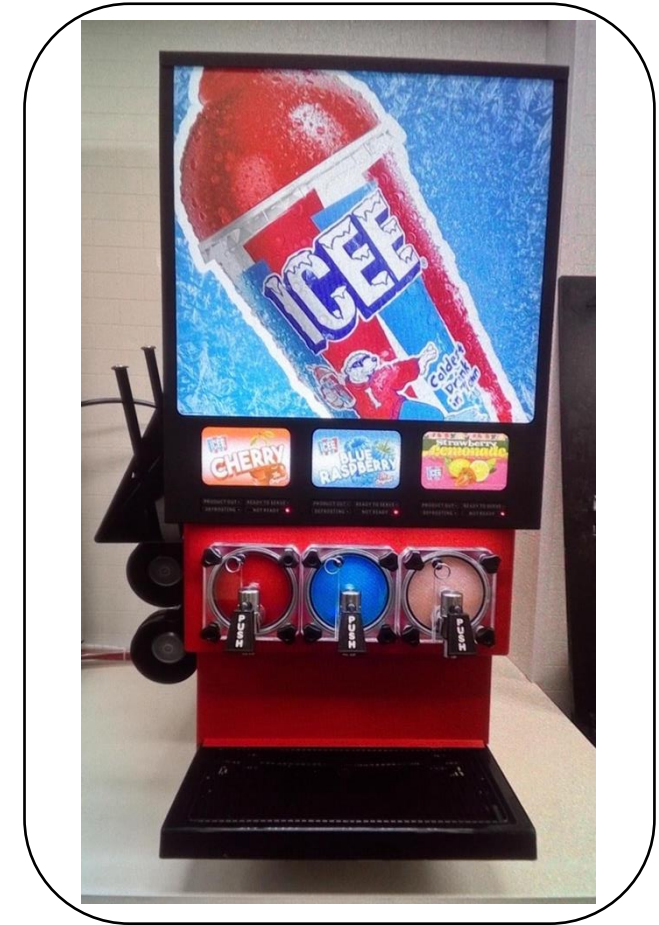




ICEE Gallon Purchases Through June 2026

- 2026 Gallons: 26,090 ~ **3.8%**
- 2025 Gallons: 27,120

Top Selling ICEE Flavors	Gallons	Percentage
Blue Raspberry	13,300	51%
Cherry	6,815	26%
Cola	2,695	10%
White Cherry	915	4%
Strawberry Lemonade	800	3%
Cotton Candy	785	3%
Watermelon	455	2%



Nationally, ICEE red cherry does sell more than ICEE white cherry

Indoor Amusement ICEE Nationwide



Top Selling ICEE Flavors	Percentage
Blue Raspberry	47%
Cherry	28%
Coca Cola	11%
Cotton Candy (blue)	3%
Strawberry Lemonade	3%
Watermelon	2%
White Cherry	2%
Orange Cream	2%
Pina Colada	1%
Dr. Pepper	1%



2026 ICEE MARKETING CALENDAR OVERVIEW



Holidays & Important Dates		Super Bowl <i>Feb 8</i>		Valentine's <i>Feb 14</i>		Easter <i>Apr 5</i>		Mom's Day <i>May 10</i>		Dad's Day <i>June 15</i>		First Day of Summer <i>June 20</i>		Shark Week		Back to School		Halloween <i>Oct 31</i>		Christmas <i>Dec 25</i>			
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec										
Brand Communication		New POS/Freeze The Feeling																					
Seasonal Core								Red, White & Boom				Dr. Pepper				Elf (Cherry Lime)							
								Strawberry Lemonade								Santa (Cherry)							
LTO's		LTO Flavors								ICEE Mango Lemonade				ICEE Screamsicle/Orange Cream									
		Promotions / Activations								Summer of Soccer													
										Color Changing Cup													

SCREAMSICLE



Color:

Orange

Flavor Profile

Orange Cream

Seasonal Flavors

- While seasonal drinks are common in other categories, they are underleveraged in the frozen beverage category.*



Oct 2023

\$3.99

Krispy Kreme

COOKIES & KREME CHOCOLATE ...



Cookies & Kreme Chocolate Scooby Shake features our Original Glazed soft serve, decorated with Scooby Doo purple and

Oct 2022

\$6.69

Dunkin'

ICED PEANUT BUTTER CUP MAC...



Back for a second year, the Iced Peanut Butter Cup Macchiato features a striking layer of festive orange-hued peanut butter

*Datassential 2024

24oz Color Changing Cup



ICEE COLOR CHANGING CUP

It's 24 oz of Full Color Fun!

Our retro cup design meets cutting edge color-changing technology... Your tongue isn't the only thing changing colors!

COMPATIBLE WITH STANDARD PLASTIC DOME LID!

Create Social Media Worthy Buzz!

Our color changing cup is a fun way to offer consumers a trendy, "can't keep it on the shelf" item!

This individually wrapped 24 oz. cup is reusable and made from durable and recyclable plastic.

SCAN THIS QR CODE TO WATCH THE MAGIC!

Cup Graphics May Vary Based On Design



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J&J SNACK FOODS
CORP.

Seasonal Flavor Swaps

86%

BRAND
AWARENESS

8

CALORIES
PER OUNCE

ICEE

IS NOT JUST
FOR KIDS!



'tis the season
**FOR SEASONAL
FLAVOR NAME SWAP!**



FBD: 902088
Viper: 902089



FBD: 912345
Viper: 912346



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We're serious about **FUN.**

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