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**ICE GROUP'S**

**PRODUCT DEVELOPMENT LABORATORY**

**PRESENTS**

**THE "CALIPPO" STORY**

**"Calippo" type products  
around the world...**



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# Greece, Algida





# Poland, Ice Mastry

**ice-mastry**

**Si! Si!**

**Sandwich**

**Kostka lodowa**

**CLIR** (PL) **CLIR** (GB) **CLIR** (SK)

Wielki smak perlatorowosci, wazne i soki i owocowe  
nawiazki smakowite

Fig. 100 ml 48 szt. w kart. 154 kart./pak.

**CLIR** (PL) **CLIR** (GB) **CLIR** (SK)

Smak owocowy, wielokolorowy, wielokolorowy  
smak owocowy, wielokolorowy, wielokolorowy

Fig. 100 ml 40 pcs. per carton 154 cart./pak.

**CLIR** (PL) **CLIR** (GB) **CLIR** (SK)

Smak owocowy, wielokolorowy, wielokolorowy  
smak owocowy, wielokolorowy, wielokolorowy

Fig. 100 ml 48 ks w kartonie 154 kart./pak.

**MASTICO** (PL) **MASTICO** (GB) **MASTICO** (SK)

Wzrostowe i smaczne kawałki, wybrane i smaczne  
kawałki smaczne, wybrane i smaczne

Fig. 100 ml 16 szt. w kart. 154 kart./pak.

**MASTICO** (PL) **MASTICO** (GB) **MASTICO** (SK)

Smak owocowy, wielokolorowy, wielokolorowy  
smak owocowy, wielokolorowy, wielokolorowy

Fig. 100 ml 16 pcs. per carton 154 cart./pak.

**MASTICO** (PL) **MASTICO** (GB) **MASTICO** (SK)

Smak owocowy, wielokolorowy, wielokolorowy  
smak owocowy, wielokolorowy, wielokolorowy

Fig. 100 ml 16 ks w kartonie 154 kart./pak.

**KOSKKA** (PL) **KOSKKA** (GB) **KOSKKA** (SK)

Smak owocowy, wielokolorowy, wielokolorowy  
smak owocowy, wielokolorowy, wielokolorowy

Fig. 100 ml 14 szt. w kart. 154 kart./pak.

**KOSKKA** (PL) **KOSKKA** (GB) **KOSKKA** (SK)

Smak owocowy, wielokolorowy, wielokolorowy  
smak owocowy, wielokolorowy, wielokolorowy

Fig. 100 ml 24 pcs. per carton 154 cart./pak.

**KOSKKA** (PL) **KOSKKA** (GB) **KOSKKA** (SK)

Smak owocowy, wielokolorowy, wielokolorowy  
smak owocowy, wielokolorowy, wielokolorowy

Fig. 100 ml 24 ks w kartonie 154 kart./pak.

**SI-SI** (PL) **SI-SI** (GB) **SI-SI** (SK)

Smak owocowy, wielokolorowy, wielokolorowy  
smak owocowy, wielokolorowy, wielokolorowy

Fig. 100 ml 30 szt. w kart. 154 kart./pak.

**SI-SI** (PL) **SI-SI** (GB) **SI-SI** (SK)

Smak owocowy, wielokolorowy, wielokolorowy  
smak owocowy, wielokolorowy, wielokolorowy

Fig. 100 ml 30 pcs. per carton 154 cart./pak.

**SI-SI** (PL) **SI-SI** (GB) **SI-SI** (SK)

Smak owocowy, wielokolorowy, wielokolorowy  
smak owocowy, wielokolorowy, wielokolorowy

Fig. 100 ml 30 ks w kartonie 154 kart./pak.

**SANDWICH** (PL) **SANDWICH** (GB) **SANDWICH** (SK)

Smak owocowy, wielokolorowy, wielokolorowy  
smak owocowy, wielokolorowy, wielokolorowy

Fig. 100 ml 24 szt. w kart. 154 kart./pak.

**SANDWICH** (PL) **SANDWICH** (GB) **SANDWICH** (SK)

Smak owocowy, wielokolorowy, wielokolorowy  
smak owocowy, wielokolorowy, wielokolorowy

Fig. 100 ml 24 pcs. per carton 154 cart./pak.

**SANDWICH** (PL) **SANDWICH** (GB) **SANDWICH** (SK)

Smak owocowy, wielokolorowy, wielokolorowy  
smak owocowy, wielokolorowy, wielokolorowy

Fig. 100 ml 24 ks w kartonie 154 kart./pak.



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# United Kingdom, Treats



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# United Kingdom, Treats



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# Nestlé, Spain



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# Schöller (currently Nestlé)

**Schöller** - klasická chuť,  
zaručená kvalita a široký výber  
pre všetky vekové skupiny

**Samba**  
Vodová zmrzlina  
s jablkovou, citrónovou  
a jahodovou príchuťou  
Objem v ml/ks: 80  
kusov v kartóni: 30

**Beach Cola**  
Vodová zmrzlina  
s príchuťou coly  
Objem v ml/ks: 165  
kusov v kartóni: 30

**Beach Orange**  
Vodová zmrzlina  
s pomarančovou príchuťou  
Objem v ml/ks: 165  
kusov v kartóni: 30



**Kaktus**  
Vodová zmrzlina  
s jahodovou a citrónovou príchuťou



**BIG**

Vodová zmrzlina  
s pomaračkovou a  
vínovou príchuťou  
Objem v ml/ks: 165  
kusov v kartóni: 30



15,-  
cola

15,-  
pomaranč



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# Norway, Hennig Olsen



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# Italy, Eldorado



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# Italy, Sammontana



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# Czech Republic, Prima



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# Dominican Republic, Helados Bon



# Basic flavors present in the market

- cola
- orange
- lemon
- tropical fruits
- sour cherry
- strawberry

Comment: „calippo“ is usually placed as a popular product, available for most market clients, therefore we usually deal with water ice or flavored liquid without inner structure, rarely with fruit puree.



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# IN SEARCH

of new squeeze-up product identity  
with world market trends consideration



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# Basic market segments and ideas for a good product

## ⇒ Health products

1. No fat / low calorie
2. Sugar free / no sugar
3. All natural / organic
4. Referring to healthy teas

## ⇒ Lifestyle functional products

1. Sports ices
2. Energy ices

## ⇒ Products for adults

1. Non-alcohol products referring to popular alcoholic drinks
2. Big-size products

## ⇒ Products for children

1. Gel-type products
2. Suspended matter
3. Vitamin added products
4. Popping sugar
5. Tongue-coloring







# HEALTH PRODUCTS

## - the segment of conscious Clients

Currently the strongest trend in ice cream  
present in the whole world,  
characterized by the highest growth dynamics  
in Europe, Asia and North America.



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# Health products

## 1. No fat / low calorie

The product should be addressed to people paying attention to what they eat, often looking for information on the packaging, concerned about the nutritional value of the product, or what are its ingredients due to e.g. their diet. It can also be addressed to women, caring about their look and figure.



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# Health products

## 2. Sugar free / no sugar added

The target group, apart from the people mentioned in group 1 are diabetes. This category does not mean the products are not sweet, they are often sweetened by artificial sweeteners

**ATTENTION:** the use of sweetening substances must be indicated on the packaging, due to people suffering from phenyloketonuria



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# Health products

## 3. All natural / organic

People eating consciously, composing their own diet in a particular way for ideological or philosophical reasons, or because they must avoid certain so-called 'chemicals'; this group also includes allergic people.



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# Health products

## 4. Green tea based products

Promoted as healthy, slimming-assisting, very often with additives in form of fruit flavors (flavored teas, of course not only green, are currently the most dynamically developing trend in the tea market in the world)

ATTENTION: the a.m. groups can overlap, as we can have an organic type product based on e.g. green tea, sugar free or artificially sweetened.



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# PRODUCTS FOR CHILDREN

- the most demanding Clients



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# Products for children

## 1. Gel-type products

Products to be consumed not necessarily in completely frozen state, the product can be defrosted by increasing its temperature and thus increasing the safety of using this product, which is especially important for mothers of smaller children, who are afraid their children eating ice cream may catch a cold. It must be remembered that it's the mothers that buy products for smaller children and that a product for children should not exceed 70-80 ml volume.



# Products for children

## 2. Suspended matter products

Products having a structure, e.g. strawberry flavor squeeze-ups with strawberry jellies in the entire volume, chewing-gum flavor with chewing gum jellies etc.

Product based on natural fruit juice with high content of fruit puree and with additional muesli, cereal, or cornflakes, can act as second breakfast - more pleasant than usual or a snack.



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# Products for children

## 3. Vitamin added products (e.g. A, C, E)

Products for children, willingly bought by mothers, who are attracted to the stereotype of usefulness of such products for their children.

**ATTENTION:** do not overuse vitamins! Vitamin content should not exceed 25% of daily values (dv) based on 2000-calorie diet. Not applicable to vitamin C.



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# Products for children

## 4. Products with popping sugar content

**Popping sugar** is sugar with carbon dioxide, which activates while being consumed, causing a specific mouth sensation.



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# Products for children

## 5. Tongue-coloring products

The product colors the tongue temporarily in different colors: red, purple, green etc. This may become an element of a game or joke, especially when the person who receives such a product is not aware of its properties.



# Products for children

## How to promote?

An interesting idea is co-branding referring to popular makes of juice, but also vitamin added products for children, supporting healthy growth, co-branding with chewing-gum producers, producers of hard candies with liquid fruit sauce inside (e.g.  - well-known brand in the European market).

ATTENTION: a perfect promotion tool of products for children of 70-80 ml volume are multi-packs of 3-6 products; you can use the surface of the multi-pack to put on it e.g. a board game, book-marks, lesson plan, elements of a puppet theatre etc.



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# LIFESTYLE FUNCTIONAL PRODUCTS

- the segment for youth  
and active people



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# Lifestyle functional products

## 1. Sport ices

Isotonic products, improving physical endurance or products of image referring to sport disciplines: jogging, football, beach-volley, basketball, etc.



ATTENTION: sport ices can be promoted using the image of popular sportsmen, authorizing the product personally. Such testimonial makes consumers want to become like their idols advertising the product. It can ensure loyalty towards the product.



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# Lifestyle functional products

## 2. Energy ices

Products containing functional additives, such as caffeine, taurine, or mixtures of substances referring to natural energy sources, i.e. guarana or ginseng. Energy ices, like energy drinks, can appear in relation to extreme sports, requiring both courage and vigor.

ATTENTION: energy ices are characterized by high profit margin thanks to direct comparison with price of energy drinks present in the market. They are great material for co-branding. An interesting reference are also motor sports, e.g. motorbike racing, speed boat racing, car racing, Formula 1 etc.

Co-branding with producers of sport equipment and clothing also possible



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# PRODUCTS FOR ADULTS



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# Products for adults

## 1. Non-alcohol products referring to popular alcohol cocktails

Aromatized products referring with the flavor composition to popular alcohol cocktails, but without alcohol, e.g.

- campari orange,
- gin & tonic,
- bison grass vodka with apple juice (Poland),
- malibu with milk,
- blue curacao,
- rum with coke,
- champagne-flavored fine crushed ice with pieces of strawberries

Very sophisticated products, closer to the premium segment.



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# Products for adults

## 2. Big size products

Oversized products of 230-240 ml volume with squeeze-up diameter  $\varnothing 60$



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All these squeeze-ups can be made  
on Ice Group's machines

## 1. EXPERT CRF 4000 (Compact Rotary Filler)



Capacity of Expert 4000 in relation to  
„calippo” type products:

➤ up to 2400 pcs/h

for more information visit  
[www.icegroup.pl](http://www.icegroup.pl)  
or contact us at  
[icegroup@icegroup.pl](mailto:icegroup@icegroup.pl)



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All these squeeze-ups can be made  
on Ice Group's machines

## 2. EXPERT RVF (Rotary Versatile Filler)



Capacity of Expert RVF in relation to „calippo”  
type products:

➤ 2-wide version: 2 x 2400 pcs/h = 4800 pcs/h

for more information visit  
[www.icegroup.pl](http://www.icegroup.pl)  
or contact us at  
[icegroup@icegroup.pl](mailto:icegroup@icegroup.pl)



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All these squeeze-ups can be made  
on Ice Group's machines

### 3. EXPERT LVF (Linear Versatile Filler)



Capacities of Expert LVF in relation to  
„calippo” type products:

- 2-wide version:  $2 \times 2400 \text{ pcs/h} = 4800 \text{ pcs/h}$
- 3-wide version:  $3 \times 2400 \text{ pcs/h} = 7200 \text{ pcs/h}$
- 4-wide version:  $4 \times 2400 \text{ pcs/h} = 9600 \text{ pcs/h}$



for more information visit  
[www.icegroup.pl](http://www.icegroup.pl)  
or contact us at  
[icegroup@icegroup.pl](mailto:icegroup@icegroup.pl)



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# SQUEEZE IT UP!

Author: L. A. Geratowski



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ice cream machines

**ICE GROUP**

ul. Kadlubka 43, 44-270 Rybnik, Poland  
tel: +48 32 4100 800, 4100 801, 4100 802

4100 803, 4229 835, 4229 836

fax: +48 32 4100 804

E-mail: [icegroup@icegroup.pl](mailto:icegroup@icegroup.pl)

[www.icegroup.pl](http://www.icegroup.pl)