



# WB Ice Cream Factory





## About Us

At WB Ice Cream Factory, we are passionate about producing and serving the world's finest gourmet ice cream infused with authentic tastes. We are founded upon dedication and a keen sense of innovation, with creativity at the core of all our products, making us the ideal partner for all your ice cream needs.



# Our Factory

Located in the heart of Dubai, our facility has a state-of-the-art R&D and manufacturing center that uses sophisticated production and freezing processes (namely robotics) for filling ice cream, and a liquid nitrogen freezing technique for ice cream hardening to -25 degrees Celsius. Our center also boasts a continuous production line with a capacity of 600 lts. per hour (mixing, pasteurization, homogenization, filling and freezing).

WB Ice Cream Factory also runs artisanal lines with a capacity of 60 lts. per hour and per line to cater for special requests.

All quality assurance parameters are rigorously controlled from production to distribution to ensure delivery of the best ice cream experience every single time.



## Certifications:

ISO 22000



HACCP



# Our Ice Cream



 **Eggless Ice Cream!**

 **Natural Colors and Flavors!**

## **Ingredients:** \_\_\_\_\_

We carefully select and blend the finest high quality ingredients from around the world.

## **Creamy Texture:** \_\_\_\_\_

The texture of our products boasts a relatively high level of creaminess and smoothness.

## **Quality Assurance:** \_\_\_\_\_

Our state-of-the-art manufacturing facilities guarantee consistently high quality products.

## **Formula:** \_\_\_\_\_

The formulations of our products are super premium, and are further enhanced for memorability.

## **Recipe:** \_\_\_\_\_

Our recipes are crafted and optimized to provide a long-lasting experience.

## **Heat Shock Stability:** \_\_\_\_\_

Our products are smartly engineered for optimum survival in hot weather conditions.

## **Natural Flavors:** \_\_\_\_\_

Only authentic natural flavors and colors are used in all our ice creams and sorbets.

## **Aeration:** \_\_\_\_\_

To create a more intense flavor, we have relatively low aeration in our ice cream.

## **Long - Lasting Taste:** \_\_\_\_\_

The intensity of our flavors and the creamy texture of our products give our ice cream long-lasting taste.

## **Organoleptic Consistency:** \_\_\_\_\_

We utilize intelligent food engineering (manufacturing techniques) that guarantees the consistency of our ice cream's texture, taste and appearance throughout its life cycle.

## **Cryogenically frozen:** \_\_\_\_\_

We incorporate liquid nitrogen freezing technology to ensure consistent creaminess.

# Line of Products

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## Gourmet Ice Cream

Super premium ice cream with intense and long-lasting rich taste.

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Arabian Dates	Fudge Cookies & Cream	Salted Caramel Pecan
Lotus Biscuits	Mint Choc Chip	Salted Caramelicious
Birthday Cake	Strawberry Cheesecake	Triple Chocolate
Blueberry	Plain Yogurt	Honeycomb
Bubble Gum	Spanish Latte	Hazelnut
Cappuccino	Cotton Candy	
Carrot Cake	French Vanilla	
Chocolate Hazelnut	Just Pistachio	
Chocolate Intense		

## Premium

Wonderbee supplies elite ice cream for hotels, restaurants and coffee shops in various size tubs and flavors. To our HoReCa clients, we are pioneers in consultation and customization, always ensuring they have the required flavors and combinations that best fit their business needs.

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Vanilla	Coconut	Cookies & Cream
Chocolate	Cappuccino	Tiramisu
Pistachio	Dates	Gianduja
Strawberry	Bubble Gum	Lotus Biscoff
Salted Caramel	Strawberry Cheesecake	Red Velvet





## Ice Milk

The ideal choice for high quality ingredients with great value for money.

Vanilla  
Chocolate

Strawberry  
Mango

## Sorbet

Made exclusively with natural fruit juice or fruit purée.

Lemon Mint  
Mango  
Pomegranate  
Apricot

Raspberry  
Blackberry  
Strawberry  
Tangerine

Açaí Berry  
Mixed Berry Smoothie  
Watermelon  
Lime



## Vegan

Made with ingredients that are free of animal derived products.

Chocolate Coconut  
Banana-Blueberry-Açaí  
Roasted Sesame

Strawberry  
Coconut  
Pina Colada





## Gelato

While both gelato and ice cream contain cream, milk and sugar, authentic gelato uses more milk and less cream.

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Vanilla	Tiramisu	Strawberry
Chocolate	Peanut Butter	Mango
Lotus Biscuits	Caramel	Banana
Pistachio		

## Soft Serve

The choice for those who love a smooth and silky texture.

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Lemon	Pineapple	Mango
Mango	Chocolate	Bubble Gum
Pomegranate	Vanilla	Mint



## Liquid Shake

Our milkshake base is pre-sweetened and has a neutral taste.

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## Seasonal & Ethnic Flavors

We offer a wide range of flavors that cater to audiences from different cultures, as well as seasonal products that are ideal for various events throughout the year.



### Ramadan

- Baklava
- Kamareddine
- Dates
- Gahwa
- Rose
- Halawa
- Mastic
- Ashta



### Christmas

- Pumpkin Spice
- Candy Cane
- Panettone
- Marron Glacé



### Japanese

- Red Bean
- Honey Wasabi
- Matcha Green Tea



### Indian

- Malai Kulfi
- Banarasi Paan
- Gulab Jamun
- Rasmalai



Brilliantly  
Crafted Ice Cream  
With Authentic Tastes



# Channels of Distribution

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We have several well-established channels of distribution that cater to businesses and consumers alike.

## **B2B** Business to Business

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### **HoReCa**

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WB Ice Cream is distributed to a range of establishments in the hospitality industry, from hotels, cafes and fine dining restaurants, to catering companies, shops, bakeries, pastry shops and ice cream parlors.

### **FMCG**

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We conceive, develop, produce and market branded product ranges based on consumer insights and market analysis.

### **Catering**

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Our products are catered to private and corporate functions of all kinds, as well as banquets, weddings, VIP concerts, royal events, gala dinners and more.

### **Events**

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We partner with event management companies to leverage creative and innovative concepts, as well as provide specialized and professional staff to deliver distinctive service.

### **Airline**

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We create customized product and range solutions to airlines for their in-flight and airport menus.

## **B2C** Business to Consumer

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### **Retail**

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We partner with modern trade chains in designing and executing planograms for regular categories, gondola promotions and display drives, in addition to designing consumer promo packs and promotion offers.

### **Kiosks**

We use a red 1977 Mini Cooper with a 2-door sedan body converted into an ice cream counter to showcase 8 flavors, 4 toppings and 4 sauces.

### **Parlors**

We partner with like-minded franchisees to offer an impeccable level of operational support through the provision of extensive training across all areas of the business for consistency and quality.

### **Food trucks**

One of the hottest trends in F&B today, food trucks go where customers congregate. We can create customized frozen treat solutions for this channel.

### **E-Commerce**

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Partnering with aggregators allows us to capture the 'in-home/ in-office' segment provided by the world's fastest growing retail channel. We continuously evolve our products, packaging, pricing, communication and delivery systems for this channel, taking the help of specialists from digital, marketing and supply chain backgrounds.

# Private Label

We create customized supply solutions under the private label format. Product, packaging pricing and logistics can be tailored to a customer's unique requirement. Our state-of-the-art manufacturing facilities meet the most demanding industry standards and comply with all applicable international ISO, HACCP, and allied QA standards.

Private Label is supported by highly innovative R&D, top notch QA, and a data bank of ready recipes that cater to the full spectrum of consumer tastes and preferences.

Add your  
brand logo  
here!

750ml



1 Ltr



2 Ltr

# Packaging

Depending on your requirements, we offer a wide variety of packaging types and sizes.



200 ml



350 ml



450 ml



750 ml



2 Ltr



125 ml



500 ml



500 ml



1 Ltr



1 Ltr



2 Ltr



500 ml



4 Ltr




2.4 Ltr




5 Ltr

# Logistics

With our extensive connections, we can assist you in finding the best logistics partner for your needs.

**Euro Pallet** 120cm x 80cm X 182cm 

	Sea Freight				Land Freight	
	40 Feet Reefer Container		20 Feet Reefer Container		40 Feet Reefer Truck	
<b>Total Pallets</b>	24		12		26	
<b>Packaging</b>	<b>Cortaons/Layer</b>	<b>Total Cartons</b>	<b>Cortaons/Layer</b>	<b>Total Cartons</b>	<b>Cortaons/Layer</b>	<b>Total Cartons</b>
<b>5 Ltr Tub</b>	12x13	3744	12x13	1872	12x13	4056

**US Pallet** 120cm x 120cm X 182cm 

	Sea Freight				Land Freight	
	40 Feet Reefer Container		20 Feet Reefer Container		40 Feet Reefer Truck	
<b>Total Pallets</b>	20		10		23	
<b>Packaging</b>	<b>Cortaons/Layer</b>	<b>Total Cartons</b>	<b>Cortaons/Layer</b>	<b>Total Cartons</b>	<b>Cortaons/Layer</b>	<b>Total Cartons</b>
<b>5 Ltr Tub</b>	18x13	4680	18x13	2340	18x13	5382

## Standard Tub Specification

	Length	Width	Height
<b>5 Ltr Tub</b>	36cm	16.5cm	13cm
<b>2.4 Ltr Tub</b>	18cm	16.5cm	13cm
<b>Master Carton</b>	37cm	17.5cm	14cm



# Marketing Support

## Branding



**Table Top  
Freezer**

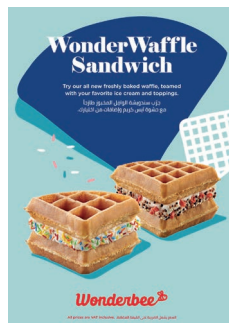


**Chest  
Freezer**



**Standing  
Freezer**

## Marketing Material



For your product launches, we are ready to offer you marketing support such as promotional posters, in-store communication, and other types of communication that you're interested in utilizing.

# Retail Module

WonderBee is a place that brings people together and sparks imagination, where the most wonderful moments are always just a scoop, a topping or flavor away.

Our Ice Cream is everything a grand taste adventure should be, with every single scoop designed to be an explosion of moments and memories. Using only the finest ingredients sourced from all corners of the world, we have created more than 25 flavors layered with delightfully authentic surprises.

Our parlors are playgrounds of ice creams, signature toppings and homemade bakeries where our customers are free to explore and create as boldly as their imaginations allow.



## The 8 Scooper

Discover our fleet of vintage Mini Coopers that have been transformed into delightful movable fridges full of scrumptious ice cream. A pleasure for both sight and taste!





## **WB Ice Cream Factory**

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