



my
Culture

RETAIL PRESENTATION



Brand Overview

My Culture Background

- In 2010 the founders of the company decided that the time was here to cut out the things in our life that are not serving us and focus on those that are. This approach has given us the encouragement to set off on expansion and improvement of the existing frozen yogurt bar concept.
- It was decided that the time is here to use huge opportunities offered by nature, especially in regard to one's health, for cleansing and purifying to take place. The passionate members of the company have challenged themselves to do so.
- This is when the **my Culture** brand was born, our own unique line of natural health preventative yogurt and yogurt based products, both dessert and snack type.
- **Welcome to my Culture – the new revolution.**



BRAND PROPOSITION:

“My Culture is a healthy alternative to ice cream and unhealthy fast foods. I choose My Culture because it is fresh, tasty and allows me to have a delicious snack on the go without having to compromise”





Product Overview

MY Culture Menu

- Frozen Yogurt
- Soft Serve Frozen Yogurt
- Soft Scoop Frozen Yogurt
- Yogurt based desserts.
- Toppings Healthy Options
- Toppings Treats
- Toppings Nuts
- Hot Drinks
- Smoothies
- Milkshakes
- Water
- Lettuce Wraps



FROZEN YOGURTS



HOT DRINKS (COFFEE, TEA ETC.)



MILKSHAKES



SMOOTHIES



Lettuce Wraps



TARGET AUDIENCE:

My Culture has a number of target audiences including the following:

- Health conscious housewives who shop for the family and make healthy food choices.
- Health conscious males and females who work out regularly and are aware of making sensible and top quality food choices as part of a healthy lifestyle.
- Office Professionals who have an active social life, are well educated and feel that they deserve to consume the healthiest and most natural products.
- Family groups out shopping, enticed by the retail unit and design.
- Groups of teenagers out about town for the day.



WHY IS My Culture DIFFERENT?

- MY Culture have policies and guidelines concerning green or ethical issues.
- MY Culture product is the satisfier, it has health benefit, structured health approach, unique features, additional functions and use to complement the whole Community where it would be situated.
- MY Culture product have health-preventative and innovative approach
- MY Culture product is constantly challenging itself to develop more product variety to achieve maximum health benefit potential.
- It makes people happy and people don't notice whether it is winter or summer when they are happy.
- ***MY Culture IS – MY Culture CAN – MY Culture DOES – MY Culture HAVE.***





Retail Environments

UNIT TYPES AVAILABLE FOR YOUR SHOPPING CENTRE:

- MY Culture units have been design to be funky and leading edge and suitable for any retail environment.
- Units are available in 10 metre square ranging from circle, square and straight.
- You choose whatever unit suits your space and facility requirements and we will customise to suit your needs.
- The unique “don’t want to leave this place” store set out brings it all under one roof, creates a unique shopping-eating experience for everyone curious, conscious of their health or simply interested. Anyone wishes to improve their luck for greater health and happiness would be curious to check out the store. The range of the products lay out in the specially calculated format makes the experience so enjoyable and meaningful that word-of-mouth brings repeat customers.



LOCATIONS:

- Entry / Exit of food court spaces.
- Centre section of shopping centres.
- Near shopping centre entry and exit points.
- Under stairs / escalator areas.
- Retail units.



UNIT REQUIREMENTS:

All that we require are the following:

Electrical Supply:

- A permanent metered electrical supply is required for the unit.
- The size and nature of this supply is based on the size of each unit.
- The estimated minimum supply is 40-50amp single phase supply subject to final confirmation by electrical contractor.
- A supply shall be terminated at a proprietary isolation switch to rear of unit .

Telecommunications:

- Data points for epos allow for 2 data points with full internet access to single point to rear of unit.



UNIT REQUIRMENTS:

All that we require are the following:

Water Supply:

- A metered water supply (1/2" supply) to single point to rear of unit.

Waste Connection:

- A waste connection (4") to a single point to rear of unit.

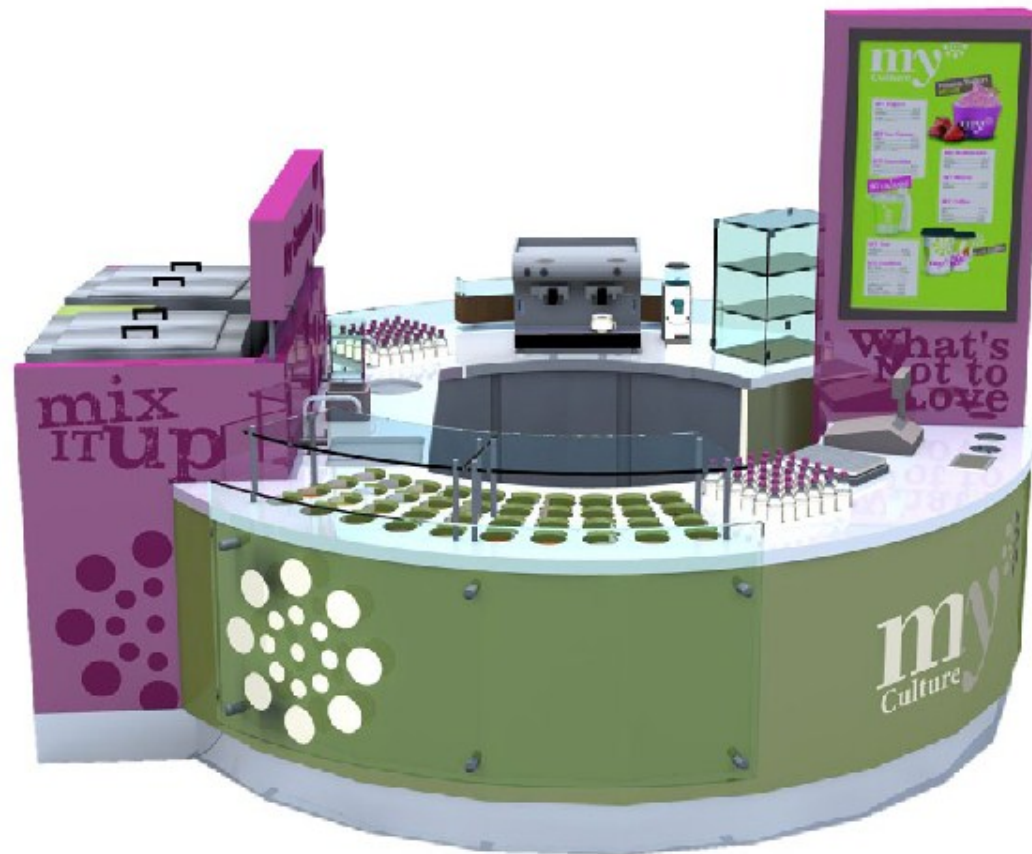


ENVIRONMENTAL PROPOSAL



3D Renders are approximate visual representations only.

ENVIRONMENTAL PROPOSAL



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Marketing Support & Branding

TARGET MARKET:

What we offer:

- We offer a healthy menu to our customers and as a result, word of mouth potential for our health product is explosive.

Market position:

- We want to be positioned so that we gain market share and provide an excellent menu to our health conscious customers.
- We have the expertise to build our market and cater for new customers across our market.
- Our My Culture brand differentiates our products which are geared towards healthy eating, healthy lifestyle and healthy people.



TARGET MARKET :

Keys to Success:

- We provide quality products at all times.
- We provide quality service to all customers.
- We maintain and deliver healthy products.
- We have a flexible distribution network.



Uniforms

my[®] Uniforms



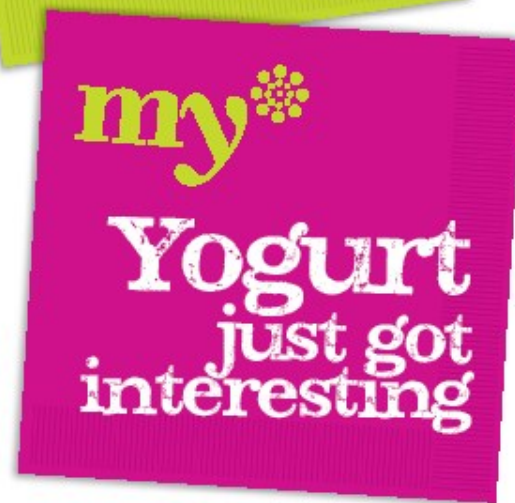
my[®] Aprons



These modern, brightly coloured aprons give the staff strong stand out for the My Culture brand.



NAPKINS & LABELS





**Thank
YOU!**