



Wice

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WICE, Inc. is a food-tech startup pioneering a proprietary process that raises the freezing point of wine, enabling the creation of WICE — the world's first true wine ice cream. WICE blends alcohol and dessert into a premium product that disrupts both the wine and ice cream industries.

THE OPPORTUNITY

\$1.2B

Untapped market
for alcoholic ice
cream

<2% ABV

Most wine ice
creams lack real
alcohol

90%

Of alcoholic ice
creams use
artificial flavoring

Consumers are hungry for novelty and premium experiences, but the alcohol-dessert space remains underwhelming. Existing products are often low in alcohol, artificially flavored, and lack the texture or quality today's buyers expect. Despite strong demand from Millennials and Gen Z, there's still no true wine-based dessert on the market.

INTRODUCTION

WICE's bespoke process enables real wine to be frozen into ice cream and sorbet - without compromising texture, alcohol content, or shelf life - offering a scalable, market-ready product with up to 8% ABV and a 12-month shelf life. Wice's product line includes four SKUs (two wine ice creams and two wine sorbets), successfully launched in its origin market of North Macedonia.

Wice



**MERLOT, CHOCOLATE
& SOUR CHERRY**



**RIESLING, VANILLA
& RASPBERRY**



**RIESLING, ORANGE
& MINT**



**CHARDONNAY
& LEMON**

HIGHLIGHTS

CATEGORY CREATOR ADVANTAGE

WICE isn't just a new product, it's building an entirely new category at the crossroads of indulgence and alcohol.

LOW CAPEX, HIGH POTENTIAL

Licensing and proprietary premix enable rapid global scaling without heavy infrastructure costs.

BUILT FOR THE SOCIAL ERA

Engineered for the feed, WICE taps into how Millennials and Gen Z discover and share brands.

KEY FEATURES



MADE WITH
REAL WINE



PROPRIETARY
FREEZE TECH



UP TO
8% ABV



RICH IN
ANTIOXIDANTS

SUMMARY

WICE makes the world's first real wine ice cream, using patented tech to freeze up to 8% ABV into every scoop. With strong sales in Europe, four proven flavors, and scalable production, WICE is ready to disrupt the U.S. dessert and alcohol markets.



100+

Retail
locations

\$108k

Funding
raised

\$1.2M

Projected 2026
revenue from
0.1% market share

4

Products
launched
in-market



THANK YOU

We're excited about the opportunity to bring Wice to new audiences and partners. If you're interested in discussing how we can tailor our product to enhance your offerings or explore strategic investment and growth opportunities - we'd love to connect.

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