

CABANA ICE POPS 2022

CABANA

Ice pops

CABANA ICE POPS ICE POP KIT



For information, recipes, and beautiful images and video
visit
www.cabanaicepops.com

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Hi,

I'm Matthew. To make a long story short - the year was 2015 and my brother and I started a Pop-Up deep-fried-dessert business named BITES. We both had full time jobs working as dentists (I know, right?!), but we were able to start a dream and do one farmers market a week. Our deep fried apple rings with salted caramel sauce were a smash hit. But once the summer temperatures started soaring, I realized we needed a cool treat.

"Lemonade?" I thought. No people were already selling that. "Ice cream?" No, not original. "Popsicles?" BINGO! Only they couldn't be your average popsicle. No. The flavors had to be original, and not seen before. They couldn't come from a packet or a powder. They needed real, fresh fruit purees, and a beautiful visual component that also elevated the taste. Instead of a 'pineapple flavor' pop, we had a Virgin Piña Colada Pop with fresh pineapple, coconut milk, topped with more fresh pineapple, shredded coconut, and a maraschino cherry. Or our Fresh Peach Pop made with peaches you could smell a mile away, and topped with an edible micro orchid. The pops were the hit of the summer, and we sold out for weeks on end. Watching the reactions of our customers was bliss. At the first taste, their knees would buckle, and their heads would tip back and they would exclaim, "Ohhhh my gosh this is amazing!". I count witnessing those reactions as one of the best feelings of my life. Knowing I created that unique moment of joy for that customer was complete rapture for me.



Menu board at our pop up shop

Being at the farmers market was my favorite thing ever, but the prep work every week was daunting! Making hundreds of ice pops a week with leaky molds, and packaging rapidly melting ice pops into crinkly wrappers grew exhausting. I thought there has to be a better way, and so I set off to design the end-all of ice pop molds, and the Cabana Ice Pop Kit was born!

The Cabana Ice Pop Kit was designed to solve all of the shortcomings of traditional molds, and leaky horizontal silicone molds on the market. Every detail has been carefully refined to make it the easiest and best way to make the most sensational ice pops, fruit bars, ice cream bars, and frozen cheesecake bars in the world. In fact, we believe it is the most versatile kit available on the market.



We found that so many ice pop molds you buy these days (trust us, we've bought them all!) don't include recipes that work well, or complement the design of the molds. So you end up buying the molds, and are left to find recipes that may or may not work well with the molds. We wanted to ensure that the same recipes we created for our pop-up shop - that made our customers knees buckle - are available online to give everyone that uniquely wonderful Cabana Experience. Our recipes are tested countless times, and work consistently down to the last ounce, and work in perfect harmony with the Cabana Ice Pop Kit. And our collection of recipes will continue to grow on our website and youtube channel. The uncommonly delicious recipes are designed to take out all of the guess work, and leave you with pure enjoyment. And of course, we hope the recipes and design of the kit inspire you to dream up your own sensational creations.

So read ahead, and find out why the Cabana Ice Pop Kit is my most favorite way of making the worlds best ice pops and ice cream bars.

- Matthew

Looks delicious . . .



. . . doesn't it?

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CABANA BRAND ATTRIBUTES



DESIGN

The perfect intersection of beauty and function.

OVER DELIVER

Designed to not only work but delight.

EASY

Minimal effort. Maximum payoff.
Incredibly easy even for those with limited cooking skills.

VERSATILITY

Simply unmatched versatility in comparison to competitors.



We are focused on the intersection of beauty and function. When beautiful design and efficient function work together in perfect harmony, that is where the magic begins. The design is intended to work consistently, and encourage maximum creativity. The off-white silicone was selected specifically as a neutral backdrop to let the colors, textures, and layers of your ingredients shine



OVER DELIVER

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The Cabana Ice Pop Kit is not only meant to work, but to delight. When you know the product will perform properly, then your creative spirit can be fully realized, and you know it will be a joy to use. The silicone form is extremely easy to fill, and won't leak thanks to the tight fit around the curved stick. The silicone form is also rigid, yet flexible to make unmolding a breeze. Simply lift the curved stick up, and voila.



EASY

Incredibly easy recipes with minimal ingredients come together to create something that is really sensational. The minimal effort is completely maximized. If you can make a smoothie, you can make an incredible Cabana Ice Pop.



VERSATILITY

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Make multilayer ice pops, fruit bars, and ice cream bars. The silicone form is oven safe and allows you to make the best fresh cookie crusts, brownie crusts, or graham cracker crusts (we could go on!) for the worlds most sensational ice cream bars, frozen mousse bars, or even frozen cheesecake bars. Nothing else comes close to the versatility of the Cabana Ice Pop Kit.



Packaging

A fun, elegant, and compelling presentation was the goal. I wanted the consumer to make a connection with the brand by visualizing the possibilities with Cabana. This was achieved by a sleek, translucent packaging showing off the product with the Cabana silicone form 'filled' with cut out pictures of ice pops and an ice cream bar. The recipes to the 3 ice pops on the packaging are included in the kit, with an invitation to explore the website for more easy, sensational recipes.

I believe the resulting packaging is compelling, and eye catching, and will encourage a consumer to take a closer look, and immediately understand the unmatched creative versatility with the kit. My goal is that they will say, "This looks amazing and easy to use! I can't wait to use it!"

Lastly, The packaging is also meant to store the Cabana Ice Pop Kit, so that all the parts have a safe place.



So there you have it. The signature Cabana Ice Pops Stick, and silicone Cabana Ice Pop Form open up a whole new world of taste, quality, and style that is simply unmatched. The Cabana Ice Pops experience will leave you feeling uplifted, joyful, and refreshed.

Give it a try. I hope you find Cabana Ice Pops delicious and fun.

- Matthew



Future Ideas

- Different colors of silicone, and different colors and variation of stick styles, and partnering with different brands that align with Cabana
- Silicone Inserts that fit into current kit to add different shapes to ice pops (like stars, circles, fish, etc.)
- Different shapes of silicone molds, all with the same volume so that the recipes work consistently no matter what silicone mold you purchase
- We could even see Ready-To-Blend ice pop mixes including portioned fruit, sweetener, and toppings in the freezer section of grocery stores to make it even more effortless. (Similar to Daily Harvest)