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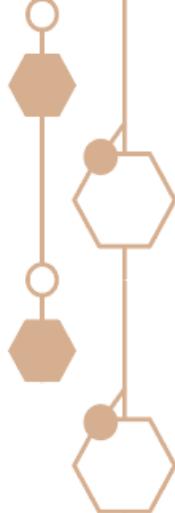
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Introduction

Polar Pop is a special ice bar, each bite of it has a different taste and rich in amino acids that are completely harmless to humans.



Positioning Statement

After Miraculin, we synthesized an entirely new amino acid based on existing neurotransmitter and taste transduction mechanisms. The molecular structure of this amino acid acts as a short-term deception after stimulating taste buds: it makes the brain think that it has tasted a certain flavor.

Due to the peptide randomization process, the brain perceives each bite of our popsicles to be a different flavor. The success of this technology has enabled us to create unprecedented taste experiences.

Core Attributes

Innovation
Fun
High-tech

Novel
Nutritious
Safe

Audience

Our target customers fall into two categories. One is for children and young people who seek surprise and novelty, and the other is for special groups who care about food safety.

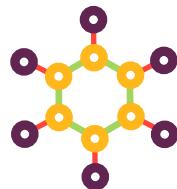
Brand Personality

Innovative-Unlike traditional foods whose flavors are derived from ingredients, Polar Bear popsicles derive their flavor from synthetic amino acids.

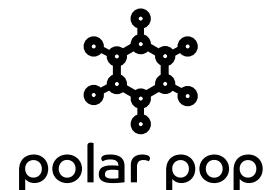
Novel-We provide a safe experience for people who like to pursue surprises.

Safe-This is non-dairy without sugar. Our synthetic amino acids trick the taste buds while providing the same energy and nutrients as natural amino acids.

Logo



polar pop



Logo is a snowflake composed of amino acid molecules. It reflects the perfect integration of our core technology and products.

It can be used alone in the form of snowflakes or text.

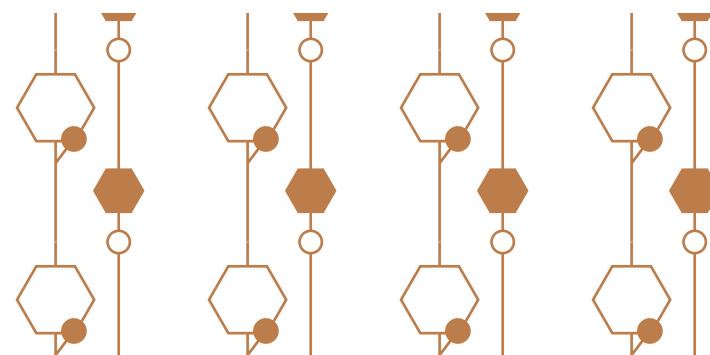


Color



The natural pigments extracted from plants represent endless deliciousness.

Pattens



Mockup

Packaging

