

100K SHAKES

"INDULGENCE ELEVATED."





Welcome to 100k shakes

INTRODUCTION

100k Shakes is a unique fusion of delectable milkshakes and premium alcohol. We aim to redefine indulgence by crafting unforgettable experiences for our customers.

About Us

100k Shakes was born from a desire to combine the innocent joy of milkshakes with the adventurous spirit of fine spirits.

Our journey started under a small neighbourhood gazebo in Bramley Johannesburg, where our founders experimented with unique flavours to serve to the local community who may not have before enjoyed such an experience.

It quickly became a local success, resulting in request at various events from local braais and community parties, to school fun days and career fairs.



BRAND VISION

To redefine the milkshake experience by offering indulgent, gourmet milkshakes that combine rich flavors, luxurious ingredients, and innovative twists.

Our Mission

- Elevate the classic milkshake with premium, high-quality ingredients.
- Create a memorable and Instagram-worthy milkshake experience
- Cater to diverse tastes with a range of flavours, both non-alcoholic and alcohol-infused.



List Menu

StraightShakes

Rich, creamy, fluffy & delicious Milkshakes

The foundation of our brand is our delicious Signature Milkshake flavours available in **Oreo, Strawberry, Bubblegum & Vanilla**

ShotShakes

Luxury Alcohol-Infused Shakes with a kick

Our delicious range of Signature flavours infused with carefully selected alcoholic spirits. We blend each flavour with a shot of **Jaegermeister, Amurula, or Strawberry Lips** to bring the party to life!

Ice Cream

Ice cream cones; classic, tasty and unbeatable

Sometimes simple is best. Our original flavours come as a cone with sprinkles and sauce of your choice. Flavours available in

Strawberry, Chocolate, Vanilla, Bubblegum

Every sip is something special!



BRAND IDENTITY



Our brand's tone of voice is friendly, adventurous, and knowledgeable.

Logo: A modern, relatable, playful design featuring a stylised milkshake cup with touch of whimsy.

Colour Palette: Vibrant indulgent colours like deep chocolate brown, strawberry red, milky off-white, reflecting our mix of innocence and indulgence.

Typography: A clean, modern font with a handwritten-style script for a playful touch.

Imagery Style: High-quality, mouth-watering images of our milkshakes, highlighting the blend of flavours.

BRAND VALUES

1. Luxury:

We use the tastiest ingredients, ensuring every sip is an indulgent treat.

2. Innovation:

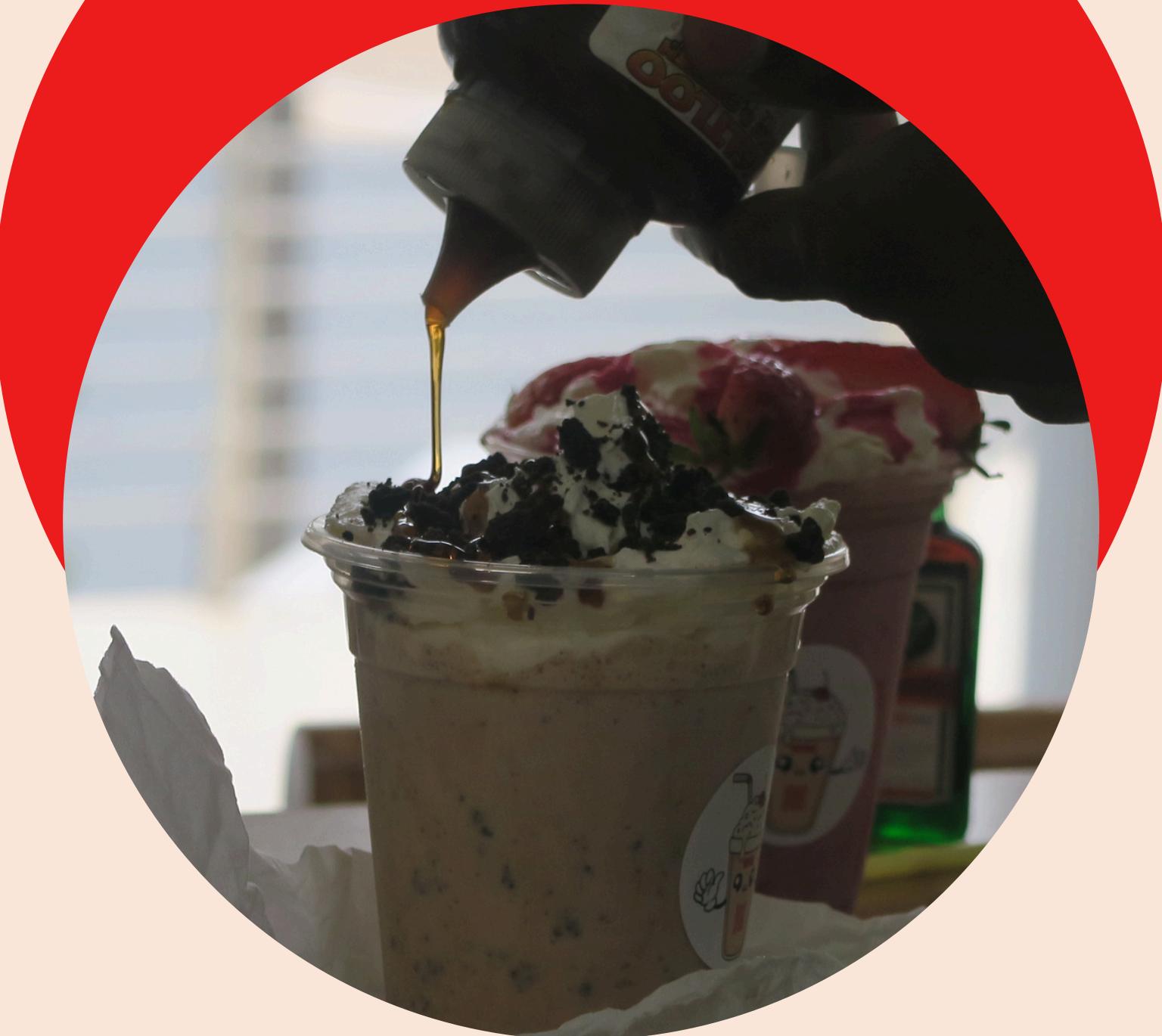
Constantly experimenting with flavours and presentation to surprise and delight our customers.

3. Sustainability:

Committed to eco-friendly practices in packaging and sourcing ingredients.

4. Community:

Building a passionate community of milkshake enthusiasts who appreciate the art of shakes.



TARGET AUDIENCE

We cater to a diverse age demographic who seek a premium, innovative and fun dessert-drink experience. Our audience values quality, novelty, and a touch of indulgence.

Millennials and Gen Z seeking unique food experiences.
Foodies and dessert lovers looking for premium treats. Adults
looking for alcohol-infused indulgences .



COMPETITIVE EDGE

- Offering alcohol-infused milkshakes sets us apart from traditional milkshake companies, catering to both the alcohol and desserts markets.
- Attention to detail and presentation make us a must-visit for those seeking unique dessert experiences.
- Our ultra low maintenance operation systems allow us to focus on expansion making great tasting desserts more accessible to a wider range of audiences.
- We analyse market trends and competitors to stay ahead in the evolving dessert- drink industry. 100k Shakes stands out through its unique fusion of flavours and dedication to quality.

MARKETING STRATEGY

We plan to implement a multi-faceted marketing strategy including all of the below:

- **Online Presence:** Active on social media platforms, showcasing mouthwatering visuals and engaging with our community to boost visibility.
- **Collaborations:** Collaborations with brand influencers and food bloggers to create buzz
- **Events:** Partnering with compatible events and community causes to increase brand awareness
- Loyalty rewards for regular customers
- Seasonal promotions and to keep customers excited and promote word of mouth .



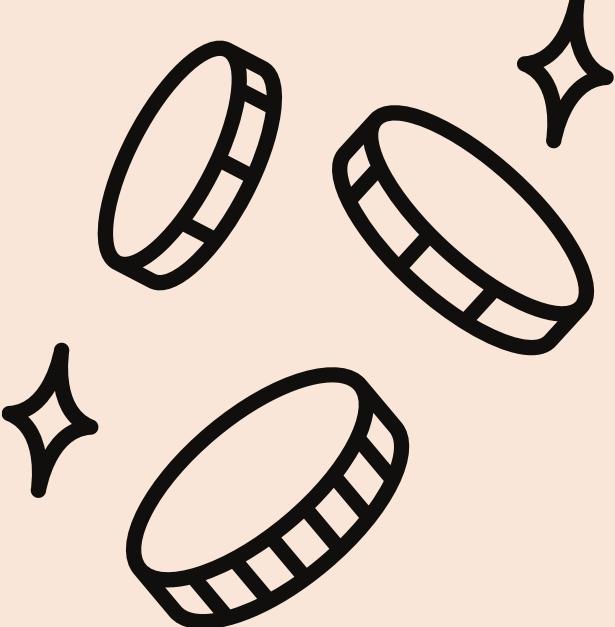
DISTRIBUTION

100k Shakes is currently available at our flagship stall in Bramley, Johannesburg, and through select venues & event partnerships .

Current Distribution Channels:

- 100k Milkshake shacks (physical locations)
- Event bookings including music events, festivals, shows, functions, celebrations, BBQ's, seminars, and parties
- Venue Partnerships including farmers markets, Pop-ups .





PROJECTIONS

We anticipate steady growth in revenue over the next three years, with a current focus on prudent budget allocation and audience cultivation.

Future Expansion Plans

- Long term partnerships with event venues
- Multiple Mall Kiosk residencies
- Explore franchising opportunities in key cities.
- Launch seasonal flavours and exclusive collaborations.
- Consider international expansion to introduce 100K to a global audience.



SUSTAINABILITY INITIATIVES

We commit to eco-friendly practices, from sourcing ingredients responsibly to minimising waste in our production process. We also plan to introduce dairy-free and vegan options within the next 2 years.



CONSUMER EXPERIENCE

Our customers can expect:

- Chic and friendly milkshake stalls where customers can savor their shakes.
- Engaging social media presence to showcase the artistry behind our shakes.
- Seasonal specials and limited-time offerings to keep customers excited.
- Staff trained to provide exceptional service and value customer feedback for continuous improvement.
- Delicious deluxe quality milkshakes with unique and original flavour combinations



CONCLUSION

100K Shakes is more than a milkshake; it's an experience. We look forward to delighting our customers with the perfect blend of luxury, creativity, and deliciousness in every shake.

Get In Touch

Socials:
Facebook/Twitter/Instagram
@100KSHAKES

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Thank You

**100K
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