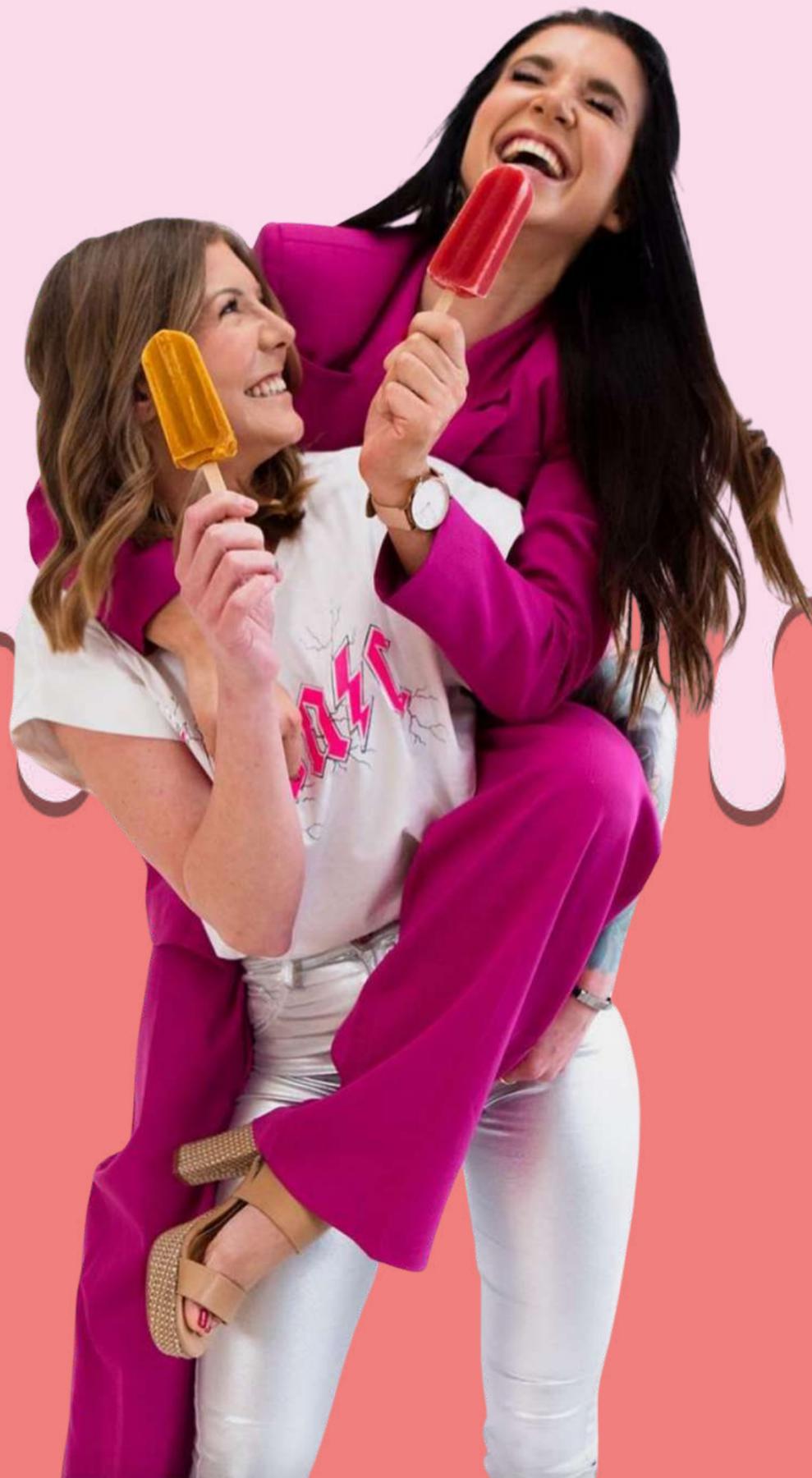




La Popsi[®]

"REAL FRUIT THAT MELTS"



We have taken real fruit, mixed it, froze it, put it on a stick and created ice pops.

And since we can't call it ice cream (no milk, no chocolate or vanilla) let's officially call it a frozen fruit dessert on a stick, or simply ice pops. Or even better: La Popsi.

Using shock freezing technology we improve texture, preserve flavor and nutritional values of fruit. We believe less is more and that is why we are proud of our clean labels and real taste.

We are all about keeping it real.

ABOUT LA POPSI

We are a small team with a huge vision.

We want La Popsi to become well-known brand for ICE POPS.

WHERE DO WE COME FROM?

The whole story starts with Neža and Karmen. Best friends who grew up together on the same street in Mengeš, Slovenia. Who shared a dream of owning a business together. Who realized that with hard work, dedication, discipline and transparency, the dream can come true.

It all happened in 2017 when we built our first production in our garage on the same street that we grew up. Due to the growth of the company and opening new markets, our production is now based in Italy - land of gelato.



WHY ARE WE DOING IT?

We give the people the option to choose better when it comes to sweet cravings.

We believe that we offer the best possible alternative to all products that have too much sugar and all other additives.

We are the only ones who can actually claim the number of real fruits used in each of our products. Our labels are so clean we actually give you the recipe on the back of our packaging.

We are real. And committed.



SOLUTION

As more and more people turn to different diets to stay healthy it's become challenging to find suitable food products.

That is why La Popsi is and will always be:

1. Gluten and lactose free
2. Free of additives
3. Free of artificial everything
4. Free of allergens

We are committed to creating ice pops that anyone can enjoy without any worries.

PS: and rest assured, we don't sacrifice taste for health.

Fruits are just naturally tasty.

We are also aware that there is a problem with pollution so we are making sure that La Popsi products have a 100% Recycled packaging



ADVANTAGES

1. We use only real fruit. So much, we can claim numbers of real fruit inside our products.
2. La Popsi products are low on calories.
3. They have no allergens.
4. La Popsi never gets rotten in your freezer.
5. Clean label - just a few ingredients and all of them natural.
6. Cools you off or cools you down. Depends on the situation.
7. It is not an ice cream. It is an ice pop.
8. Ice pops are very self-explanatory.

WEAKNESSES

1. Brain freeze
2. Not sweet enough
3. You never know if you need to lick or bite it
4. Higher price than traditional ice cream
5. It is not chocolate, vanilla or milk
6. Melts too fast in the summer



HOW IT IS MADE

ICE POPS

Ice pops are produced in our factory in Italy - the land of gelato.

For each flavor the most important ingredient is Fruit - the highest quality.



We use shock freezing technology which is a method of rapidly freezing fruits by exposing them to very low temperature for a short period of time.

This method helps to preserve the texture, flavor and nutritional content of fruits.

- We preserve nutritional value (minimizing the loss of vitamins and other nutrients).
- We improve texture: with shock freezing we prevent the formation of large ice crystals that damage the cell structure of the food.
- Extended shelf life (and with that reducing food waste).

CONTACT

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