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PRODUCT GOAL/KEY INSIGHT

- New KING flavor based on the results of taste preference
- Stronger differentiation from the competition through the main USP – soft filling
- Increase penetration through flavor missing from the current offering

PRODUCT DESCRIPTION

- Creamy milk ice cream with vanilla, almond and coconut flavors and soft coconut filling
- Coated with a layer of waffle flavor and white chocolate with coconut pieces

DESIGN & ILLUSTRATION
WIP



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KING INFINITY

PRODUCT GOAL/KEY INSIGHT

- classic KING delight in a more refined and richer version
- refresh of the KING portfolio through a modernized version of the most famous classic flavor

PRODUCT DESCRIPTION

- creamy vanilla bourbon ice cream
- coated with milk chocolate and almond pieces

DESIGN & ILLUSTRATION
WIP



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CORAL (the working name of the new sorbet stick)

55 KCAL
0% fats

PRODUCT GOALS

- Introducing a completely new category of ice cream addresses true fruit refresher without the guilt!
- **FLAVOR INNOVATION**
Sophisticated, rich, summer-inspired flavor with a high fruit and low-calorie content

PRODUCT DESCRIPTION

Only **55 KCAL** per serving and **0% fats**

- refreshing summer flavor, combination of mango, passion fruit, peach and apple
- high fruit content
- unique ice cream shape with a special creamy texture

NAM & ILL
WIP



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Kontiki MANGO MALINA

PRODUCT GOAL

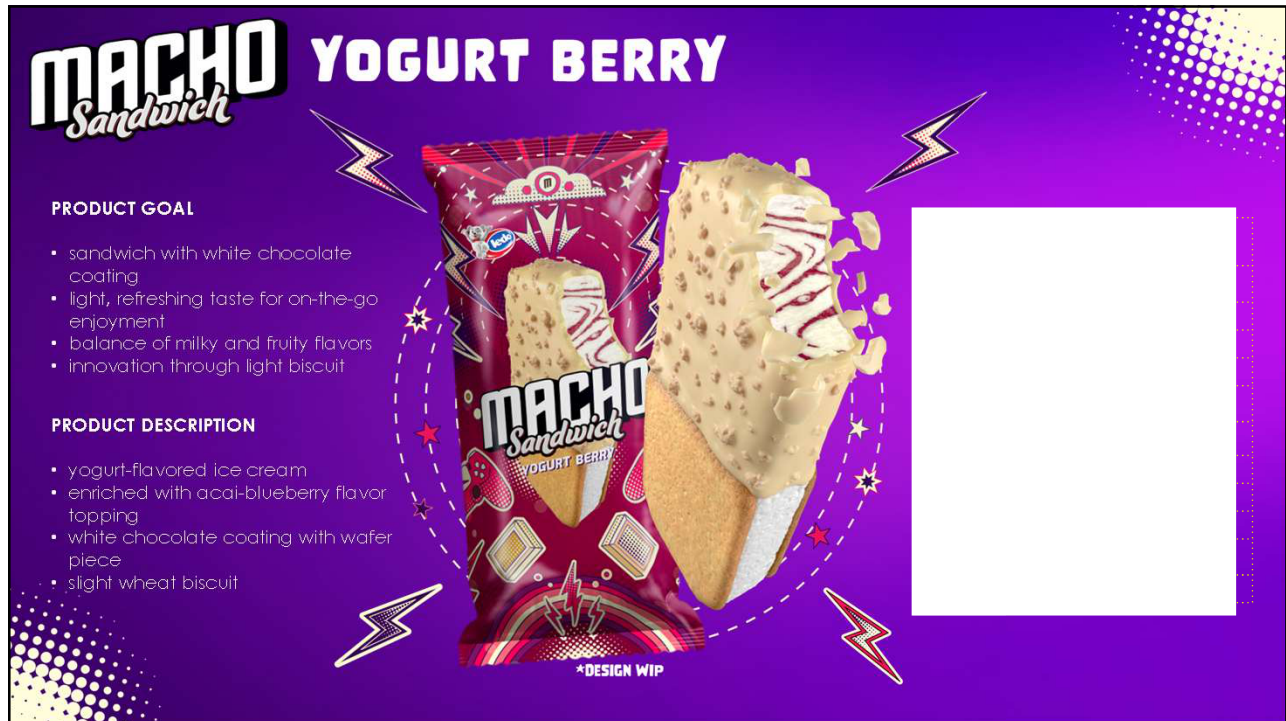
- Minimal adjustment of the recipe of the existing Kontiki stick to comply with the "Made for Kids" guidelines
- Further building of the KONTIKI brand through an attractive ice cream shape and a unique combination of flavors

PRODUCT DESCRIPTION

- Water ice cream with a combination of two ice cream mixtures, raspberry and mango flavors
- Recipe adapted to children

KREIRANO ZA DJECU

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MACHO Sandwich YOGURT BERRY

PRODUCT GOAL

- sandwich with white chocolate coating
- light, refreshing taste for on-the-go enjoyment
- balance of milky and fruity flavors
- innovation through light biscuit

PRODUCT DESCRIPTION

- yogurt-flavored ice cream
- enriched with acai-blueberry flavor topping
- white chocolate coating with wafer piece
- slight wheat biscuit

***DESIGN WIP**

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MACHO BANANA CRUNCH ČAŠA

PRODUCT GOAL

- an interesting combination of flavors with off-season potential
- consumption at home
- transferring the hit flavors of the 2025 season, from impulse to cup format
- expanding the range of Macho cups in a growing category

PRODUCT DESCRIPTION

- combination of two ice cream mixtures - banana and cocoa biscuit flavors
- enriched with chocolate wafer piece
- speculaas biscuit flavor as topping



*DESIGN WIP

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KORNET RENOVIATION

PRODUCT GOAL

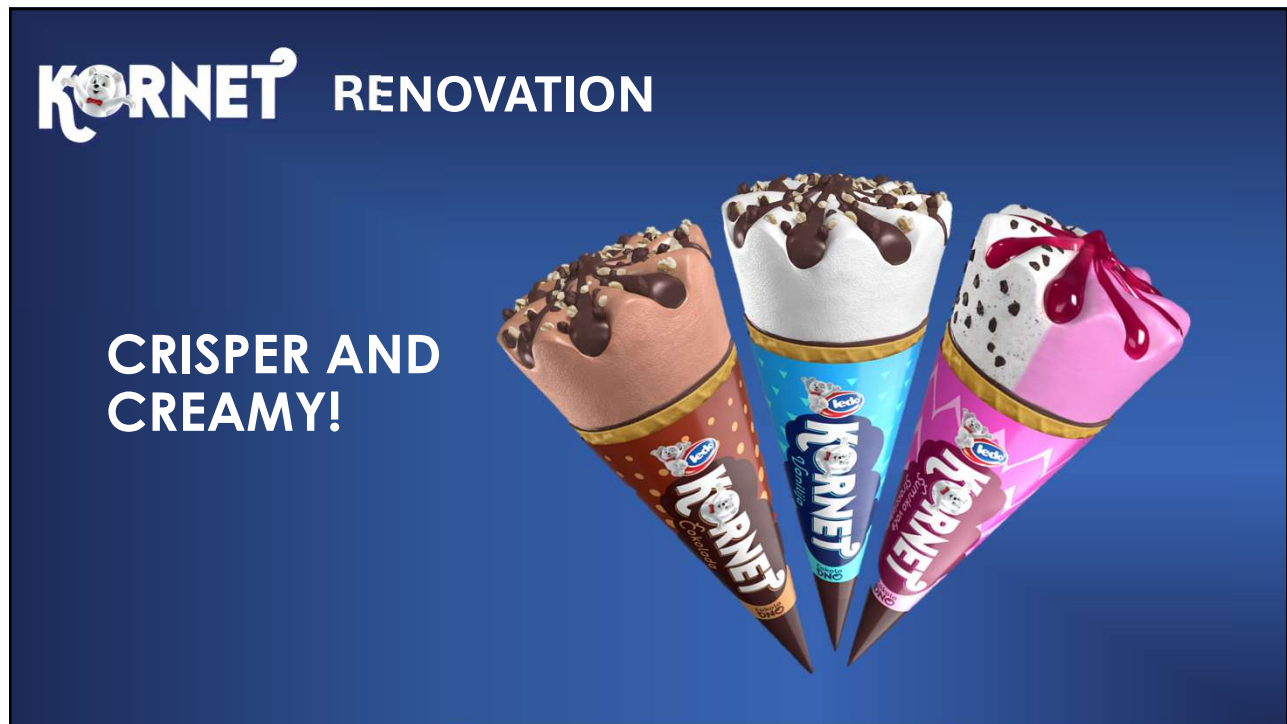
- We have improved the recipe but retained the recognizable legendary taste of the most popular Ledo cones
- As a result of carefully listening to our consumer's comments, we have improved the recipe of the most popular cones
- We offer consumers an even crispier waffle with even more full flavor and stability in the refrigerators

PRODUCT DESCRIPTION

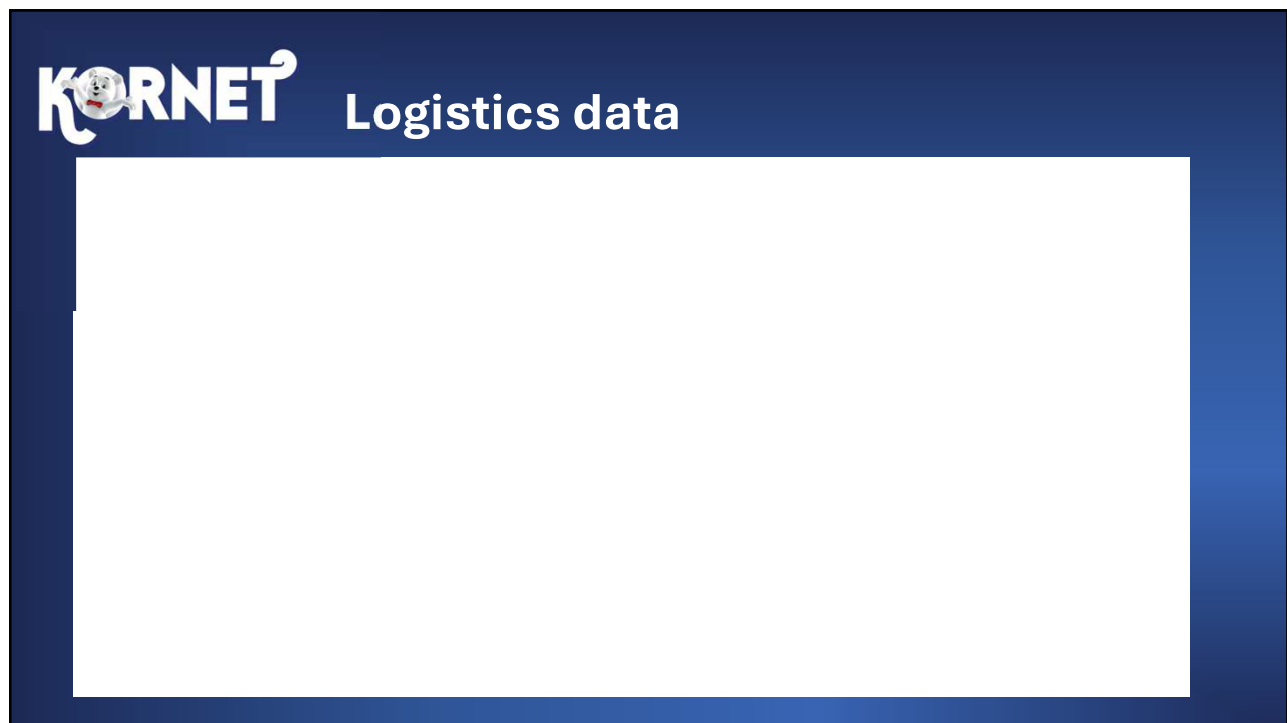
- Even more crunch and fullness of simple flavors at the same price and size
- Products:
 - Vanilla cone 120 ml
 - Chocolate cone 120 ml
 - Stracciatella cone-forest fruit cone 120 ml



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Cedevita limun tube

PRODUCT GOAL

- expanding the ice cream offering the opportunity for refreshment and fun
- Atlantic **COBRANDING**
- INNOVATION** in the refreshment segment with a new flavor (the second most popular flavor of Cedevita)

PRODUCT DESCRIPTION

- ice cream in tube format
- refreshing lemon taste with the addition of vitamins and natural aromas




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Minion impulse stick

PRODUCT GOAL

- new ice cream labeled "**CREATED FOR KIDS**"
- further development of kid's segment
- COBRANDING** with the MINIONS media franchise
- differentiation of the range by introducing global media franchises and world-famous brands

PRODUCT DESCRIPTION

- ice cream in the shape of the popular Minion
- milk ice cream with banana and vanilla flavor
- stickers inside the package





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Quattro Layers Cheesecake

PRODUCT GOAL

- 1) The most innovative ice cream in a tub – ice cream, pieces and topping in every bite
- 2) Unique dosing technology – combination of ice cream mixtures, toppings and pieces in layers
- 3) Premium innovation – a new segment within the Quattro portfolio

PRODUCT DESCRIPTION

- **1. layer** (bottom of the tub) – biscuit pieces
- **2. layer** – 4 ice cream mixtures (mascarpone, mascarpone with biscuit pieces, biscuit, biscuit with pieces)
- **3. layer** – forest fruit topping with biscuit pieces
- **4. layer** – 4 ice cream mixtures rotated 90° in relation to the 2nd layer
- **5. layer** – forest fruit topping



* design WIP



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Quattro Layers Choco

PRODUCT GOAL

- 1) The most innovative ice cream in a tub – ice cream, pieces and topping in every bite
- 2) Unique dosing technology – combination of ice cream mixtures, toppings and pieces in layers
- 3) Premium innovation – a new segment within the Quattro portfolio

PRODUCT DESCRIPTION

- **1. layer** (bottom of the tub) – 4 ice cream mixtures (chocolate, almond, hazelnut, white chocolate)
- **2. layer** – chocolate topping with caramelized hazelnut pieces
- **3. layer** – 4 ice cream masses rotated 90° in relation to the 1st layer
- **4. layer** – chocolate topping



* design WIP



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Quattro Joy 1500ml

PRODUCT GOAL

- Improved recipe of one of the best-selling Quattro flavors
- Improvement offer consumers even better-quality ice cream and maintain a competitive advantage

PRODUCT DESCRIPTION

- New Quattro Joy 1500ml keeps the familiar flavors: Strawberry, Vanilla, Sour Cherry, Zuppa Inglese
- New recipe: **natural ingredients, improved ice cream mixtures and strawberry topping**
- Tasting results: the new Joy has a better taste, texture and visual appearance
- **Claim on the packaging "Even creamier"**



* design WIP

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Quattro Joy 800ml

PRODUCT GOAL

- The segment of small tubs is growing - opening opportunities for further growth
- Advanced recipe in large format (1500ml) now in 800 ml packaging

PRODUCT DESCRIPTION

- Improved recipe – same flavors as in the large format: Strawberry, Vanilla, Sour Cherry, Zuppa Inglese
- **Claim on the packaging "Even creamier"**



* design WIP

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Quattro Winter

PRODUCT GOAL

- The target is, offer consumers ice cream with winter-inspired flavors
- Utilize the potential of the winter season and increase ice cream consumption in winter

PRODUCT DESCRIPTION

- flavors:
 - Apple pie
 - Caramel
 - Speculaas
 - Sour cherry



* design WIP

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Rodendanska torta (renovation)

PRODUCT GOAL

- The goal of the renovation is to align with the RPPG guidelines (Responsible per Portion Guideline)

PRODUCT DESCRIPTION

- The improved recipe:
 - reducing calories, saturated fat and sugar
 - Natural raw materials
 - No artificial flavors
 - Recyclable packaging



* design WIP

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Kontiki

MANGO

MALINA

MULTIPACK STICK M4



PRODUCT GOAL

- Expanding a successful seasonal flavor from 2025 into a format designed for sharing – perfect for family moments with the convenience of everyday consumption.
- Further building the KONTIKI brand through an attractive ice cream shape and a unique flavor combination

PRODUCT DESCRIPTION

- Water ice cream with a combination of two ice cream flavors: raspberry and mango
- Recipe adapted for children
- 4 sticks per pack



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LEDO MEDO



PRODUCT GOAL

- Product with the label "CREATED FOR KIDS"
- Introducing the seasonal hit among children's ice creams from the 2025 season into a more shareable format
- Strengthening the "Created for Kids" portfolio in the family segment

PRODUCT DESCRIPTION

- bubblegum and vanilla ice cream
- 4 sticks per pack
- Stickers inside each pack



* design WIP

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Snjeguljica XXL (8+4)

PRODUCT GOAL

- Strong traditional ice cream brand Snjeguljica now in larger, XXL sharing package.
- Consumers are increasingly looking for large multipacks at affordable prices, which we are addressing with the new Snjeguljica XXL multipack.

PRODUCT DESCRIPTION

- The familiar taste of the legendary Snjeguljica stick in a multipack of 12 pieces.
- 780 ml (12 pcs x 65 ml)



* design WIP

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KORNET M4

PRODUCT GOAL

- The favorite flavors of the legendary Ledo Kornet in a package to share.
- Expanding Kornet's cone multipack range to meet the growing demand for multipack formats.

PRODUCT DESCRIPTION

- The iconic taste of vanilla and chocolate cones, now in a 4-pack
- 480 ml (4 x 120 ml)



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