

The logo features the word "popbar" in a lowercase, rounded sans-serif font. The first "p" is a vibrant orange, while the remaining letters "o", "p", "b", "a", and "r" are a muted, earthy brown. A small "TM" trademark symbol is positioned to the upper right of the "r". The text is centered on a light-colored, horizontally-grained wooden stick with rounded ends.

popbarTM

Handcrafted Gelato on a Stick

Popbar was founded in 2010 in the trendy Village District of New York by Reuben BenJehuda and Daniel Yaghoubi. Born in Europe, they missed the authenticity of gelato parlors so they decided to create their own unique shop to have gelato... with a twist! Popbar quickly grabbed the attention of New Yorkers, building up a loyal following of locals and visitors wanting to indulge on gelato. Since then, the business has been inundated with franchise requests from around the world and is now ready for global expansion.



The first Popbar location opened its doors in May 2010, in the heart of NY's trendy West Village. It operates from a 100 square meters premises out of which it produces and sells its distinctive flavors and products.



popbar™

Popbar is handcrafted gelato
on a stick freshly made in stores





Blending authenticity with innovation, Popbar serves gelato in a unique way - on a stick, which is more fun, easier to eat, customizable and kid friendly.

The brand offers HANDCRAFTED GELATO on a STICK made with only natural ingredients and no added preservatives, artificial flavoring, or high fructose corn syrup.

All popbars are freshly made in-house, in the most genuine and authentic way, using only real fruit and a handful of ingredients.

The simplicity of the operation and the uniqueness of the brand make it a replicable offering around the world while providing a distinct quality product for children and adults alike.

At Popbar, we pride ourselves on ensuring flavor in every bite and in providing customers with an eventful, personalized and memorable experience on each visit.

All popbars are fully customizable through the dipping and topping process

step 1:

Choose your popbar between a large variety of popGelato, popSorbetto and Yogurtpop authentic flavors, which include Chocolate, Hazelnut, Coffee, and Strawberry, Peach, Mango, etc...



step 2:

Choose your toppings of nuts, coconut, or chocolate sprinkles.



almond



hazelnut



coconut



pistachio



chocolate sprinkles

step 3:

choose your signature dipping!



miniPops

Stylish, innovative, and entertaining, minipops are the perfect treat for your catering and events needs.



popBites

popBites are praline sized popSorbetto and popGelato on-the-go!



popbar™



Hot Chocolate on a Stick

As part of Popbar's ongoing effort to create auxiliary product offerings, also targeted for a colder climate, Hot Chocolate on a Stick was introduced in Winter 2011.

Available for both in store and at home consumption, simply add steamed milk to our Hot Chocolate on a Stick and stir to create your own chocolatey goodness.

Made with a premium blend of the finest chocolate, it's available in Dark, Milk, and Vanilla White Chocolate.

Gift packages available in 3, 6 and 12 packs.



dark chocolate



milk chocolate



vanilla white chocolate



Popbar's latest on-a-stick creation

Poppings

Almonds
Hazelnuts
Pistachios
Shredded Coconut
Waffle Cone
Caramel Corn

Dippings

Dark Chocolate
Milk Chocolate
White Chocolate
Mint Dark Chocolate

Fillings

Chocolate Chip
Blueberry
Plain



Frozen Hot Chocolate

Premium creamy chocolatey goodness blended with all natural milk.



Popaccino

Premium blended iced coffee with double chocolate brownie crumbles. Handcrafted by Popbar for popaholics in need of an intense coffee + chocolate fix.



FULL STORE

Store with production laboratory (popLab) in the back of house

A glass separates the front of house to the popLab

Min surface 50m²

City centre or shopping mall

With seating area



KIOSK/SATELLITE

Store without production

The popbars are supplied from a full store nearby or from a separate area of the mall (not opened to the public)

Min Surface 15m²

Shopping Mall

With or without seating area



HYBRID

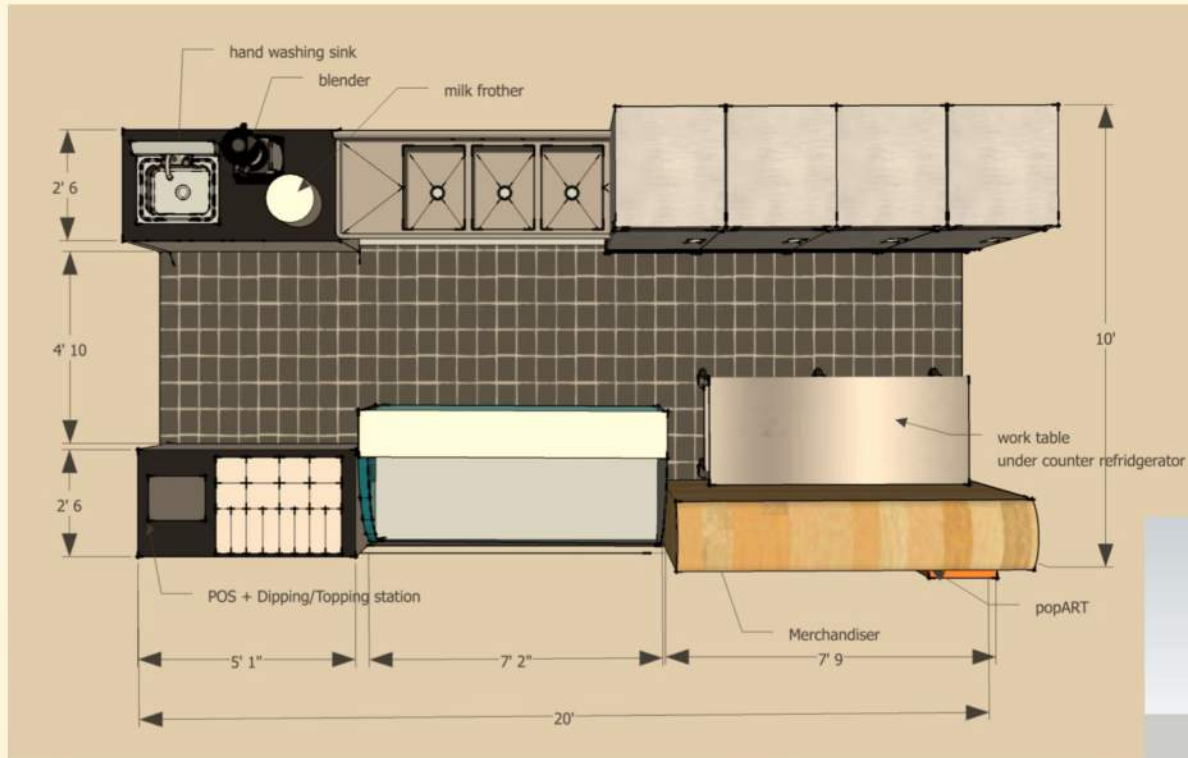
'Kiosk' style but with production laboratory on site

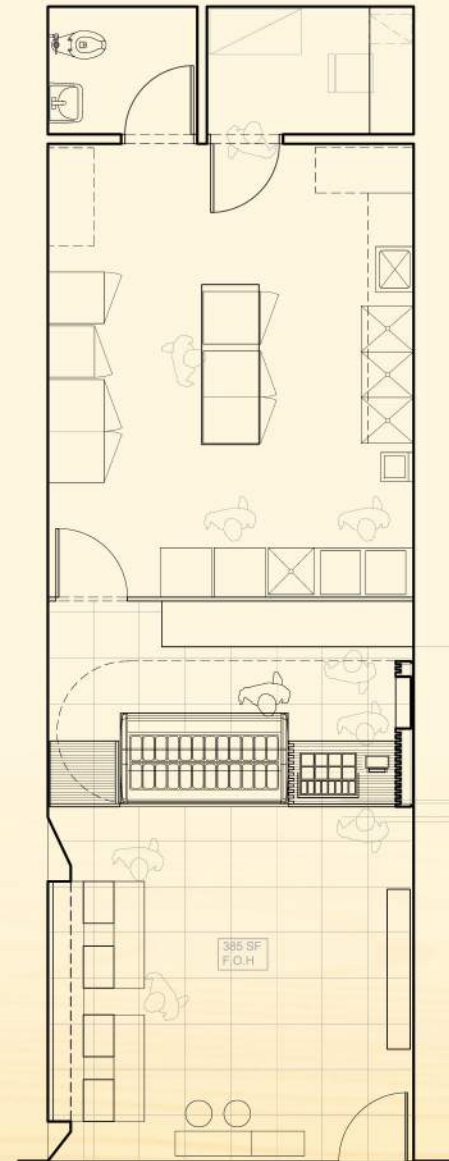
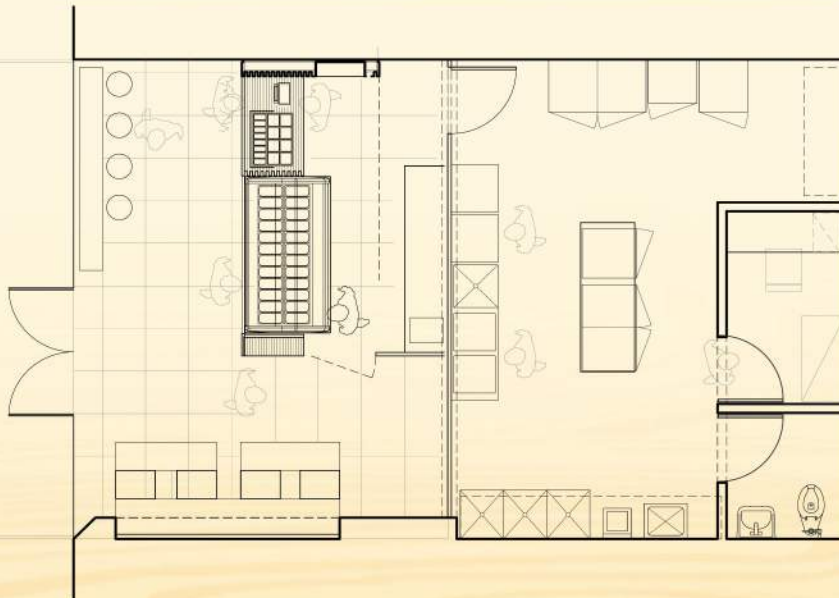
Min surface 40m²

Shopping mall, typically in the middle of hallway

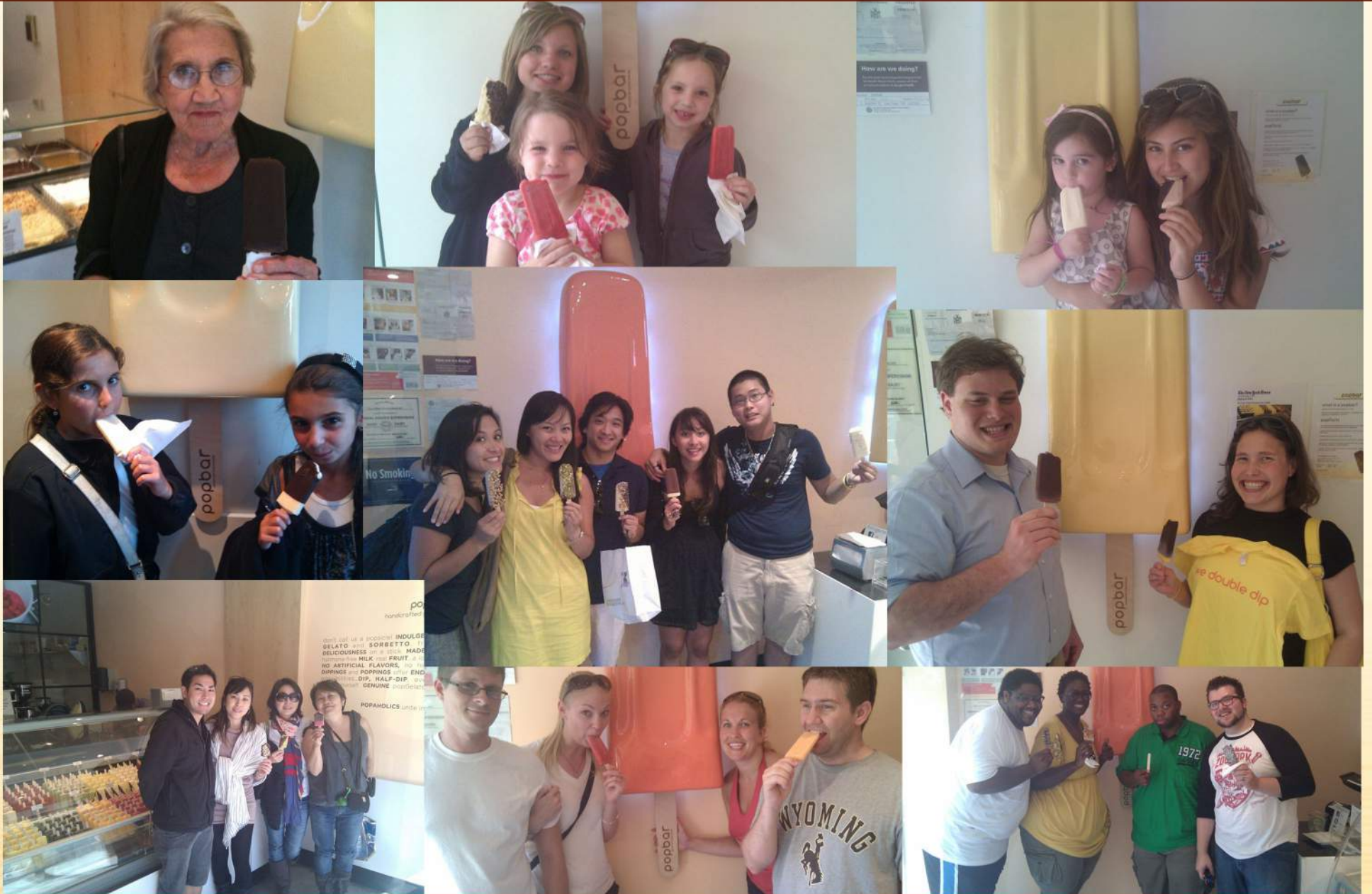
With or without seating area







- 10 + 10 year contract
- Territory Fee to be discussed with Popbar
- Opening fee of \$ 25,000 - 35,000 depending on development plan
- Royalty fee of 6%
- Marketing contribution of 3%





Dessert Professional's Top Ten Frozen Dessert Retailers of America 2011



WHAT'S HOT from NEW YORK

Photo: RCB AOTA, Text: YUKI KOMATSU



GOURMET POPSICLE

新感覚アイスバーが、暑い夏をクールダウン!

熱波が街を飲み込んだかのような記録的猛暑が続くNYでは、ポプバル(アイスバー)が大人気。素材にこだわる専門店がマンハッタンに続々とオープンしている。ひかりはニューヨークの「ジェネラルビル」のポプバルを提供する「ポップバー」本編イタリアの食文化で有名なジェネラルビルは、素材の味が楽しめる製法を採り、特に「ソースやナッツなどのトッピングをカスタマイズして自分だけの味を見つけるのもおもしろい」人気のポプバルを一度試したら、もう手放さずなんて呼ばれています!

● Popbar: 5 Cornue Street, New York
Tel: +1 212 252 4874
http://www.pop-bar.com/ 夜12時~23時
(金・土曜一時18時) 無料

1. ガラスケースにカラフルな「ポップ」が並び、暑気はひとたまりもない。ジェネラルビル、2. その場でカスタマイズされたポップが魅力のポップバー、3. 人気店「ポップバー」のポップバー。その味は、暑気を一掃する。ポップバーの味は、暑気を一掃する。ポップバーの味は、暑気を一掃する。



GELADEIRA


Quando se mudaram para Nova York, os europeus Reuben Benjuda e Daniel Yaghoubi se tornaram fãs dos autômatos gelados da infância. Tiram um lugar de transformar as bebidas em uma espécie de bar inteiramente dedicado ao tema. Localizada em um dos bairros mais charmosos da Big Apple, o West Village, o POPBAR traz mais de 12 sabores de gelato e uma grande variedade de sorbetos e sorbets, todos servidos no petitinho. A especialidade de casa - que tem o certificado de comida kosher - é feita artesanalmente com ingredientes naturais, incluindo alguns importados da Itália, e sem qualquer espécie de aditivo. Quem gostar da ideia pode encomendar versões customizadas para festas e ocasiões especiais. www.pop-bar.com

PROTEÇÃO MÁXIMA

Jaques e a sua companhia independente nos viagens, que tal estar em grande estilo? A designer FLAVIA CARVALHO PRETO, que trabalha com a estilista Anna Gato e o diretor de arte Giovanni Bianco, criou uma seleção de estampas exclusivas para proteger o sagrado do momento. <http://FLAVIACARVALHOPRETO.BLOGSPOT.COM>

"Cute, trendy", "high quality", "deliciousness on a stick" 

"You are the reason why I love Spring" A Popaholic

"Not your average Ice Cream shop...we can go there everyday of the week and try something different..." 

Top Ten Frozen Desserts of America Retailers 2011 Award.

Dessert
PROFESSIONAL

"The city's tastiest cold sweets"



"@Popbar, loved my Banana popGelato dipped in White Chocolate, coated with Coconut poppings!" A Popaholic on twitter

"You cannot do much better than the frozen gelato and sorbetto at Popbar"
Florence Fabricant, *The New York Times*

"Warhol can step aside - there's a new pop art taking over. This one features a rainbow of colors, patterns and textures, with a flavor for every shade of the spectrum"

"The combination was surprisingly rich and filling"



"Rich Pistachio"



"A brilliant concept"



"OMG you are at my job and all I can say is that the Coffee popbar is pure heaven" A Popaholic on facebook

"I love it, I just had the Passion Fruit popbar a little while ago and I swear I felt like I was eating the actual fruit. Very good work Popbar!" A Popaholic on facebook

"Revolutionary advance in Dessert Science" *NEW YORK*

"Miracles on Ice" *NEW YORK POST*

"Popbar reminds me of my youth" A Popaholic



popbar

handcrafted gelato on a stick

don't call us a popsicle! **INDULGE** in **AUTHENTIC ARTISANAL** Italian **GELATO** and **SORBETTO**. frozen **YOGURT** too. **CREAMY DELICIOUSNESS** on a stick. **MADE** with **ALL NATURAL** ingredients - hormone-free **MILK**, real **FRUIT**...a lot of real fruit. **NO PRESERVATIVES**, **NO ARTIFICIAL FLAVORS**, no high fructose corn syrup. premium **DIPPINGS** and **POPPINGS** offer **ENDLESS COMBINATIONS**. explore the possibilities...**DIP**, **HALF-DIP**, even drizzle, then take a **BITE**. **PACE** yourself. **GENUINE** popGelato and popSorbetto. made **FRESH DAILY**.

POPAHOLICS unite in devouring our delicacy on a stick.