

iceRoll





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iceRoll is a new ice cream experience which is as aesthetic as it is exquisite. Minute-made with fresh ingredients only, iceRoll ice cream is made in front of the customer. iceRoll ice cream is now revolutionizing the ice cream world that has been frozen for far too long.



HISTORY

It all started in 2013, when the founder, Quentin Bourdonnay, discovered the cooling pan freezing technique in Thailand. This innovative technology was more than mouthwatering ! What about bringing back this new concept to France and adapting it to European tastes ? Back in France, Quentin quickly set to work and was soon joined by Félix Larchevêque, a friend he met during his studies, and by his sister, Pauline Bourdonnay. This trio of entrepreneurs began analysing the market and rethinking the concept so as to make the best use of Asian techniques. With the help of an ice cream chef, they elaborated an ice cream recipe with only fresh and natural products, that is, without any preservatives or added flavours. Meanwhile, they developed a new machine and coined the identity of the brand. The first iceRoll stand was created in the summer 2014.





FOUNDERS



**Quentin
Bourdonnay**

Very early, Quentin began developing his entrepreneurship skills by launching an online shop business at the age of 15.

In the summer 2013, with the ambition of finding new ideas, he undertook a trip to Thailand, where he came back from with the strong conviction of embarking on this new project. Passionate with innovative culinary concepts, he is now aiming at revolutionizing the ice cream world with iceRoll.



**Félix
Larchevêque**

Holding a degree in Management and Trade/Marketing, Félix has acquired proven expertise in commercial development and marketing strategies during his previous professional experience. A friend of Quentin, whom he met during his studies, he was quickly stricken by the infectious enthusiasm of the latter and joined him for support in the iceRoll adventure. He is now in charge of iceRoll commercial development.



**Pauline
Bourdonnay**

Passionate about cooking, Pauline is always keen on trying out new recipes on the frozen pan. After an academic career in France and abroad and a successful career start in the food industry at Danone and Coca-cola, she joined iceRoll to dedicate herself to a project in which she believes in and in which everything has to be set up. A specialist in project management, she monitors the process optimisation of the young start up.



 *ice Roll*
crème glacée



OUR ICE CREAM

The ice cream mix

Every single iceRoll ice cream is made with a smooth and creamy base. The ice cream mix is elaborated with just the perfect amount of milk, cream and sugar. The ice cream preparation is done on the day of consumption so that it is always fresh and doesn't need any preservatives.

Flavours

Once it is poured onto the frozen plate, the ice cream mix is flavoured with pieces of fruit and flavours that turn it into a creative ice cream, made with fresh products only.

Toppings

For a truly delicious experience, the rolls are topped with pieces of fruit, biscuits, or even pieces of nuts. These toppings can even be directly incorporated to the ice cream preparation on the frozen pan. Everything is possible with iceRoll !

Cocktails

It is also possible to change this process by adding a drop of alcohol and in doing so, revisit the classic cocktails everybody knows in a totally new way.



THE PROCESS

The iceRoll ice cream mix is poured onto a -30°C cold frozen plate. Then the flavours chosen by the customer are added. The mix and flavouring which freezes as it comes into contact with the frozen plate is transformed into nice rolls thanks to a technique mastered by our unique iceRollers.

Specific gestures, a unique machine and ice cream that is shaped throughout an elaborate process, offers a real show to foodies and easy to eat ice cream of unequalled aesthetic.

This fabrication process uses 80% less energy than any other ice cream production process (production, storage, transport) since only the one-minute long ice cream mix transformation requires energy.

iceRoll is synonymous with unrivalled smoothness and product freshness.





FLAVOURS

The ice cream mix is homemade. Consisting of fresh and natural products, the preparation contains no added flavours or preservatives. The preparation is flavoured with pieces of fruit, herbs or spices carefully selected for their quality.

Fruity flavours

Lime & Ginger
Strawberry, basil & Pepper
Orange & Balsamic cream
Apricot & Mint
Raspberry & Meringue
Iran pistachio

Les Salées

Avocado, Lime & Coriander
Tomato, Basil & Parmesan crumble
Beetroot, Fennel & Ginger
Red pepper, pepper & Thyme
Madras curry & Coriander

Gourmandises

Caramel & roasted nuts
Chocolate
Oreo
Spéculoos
Tarte citron meringuée

Cocktails

Bailey's Irish cream
Whisky & Salt flower
Marc de Champagne
Piña Colada
Mojito

The menu evolves as the seasons go by, as well as offering limited edition recipes. For Christmas for instance, we revisited the undisputed French classics : the Bûche aux marrons, the gingerbread or raspberry Vacherin.

EVENTS

A unique concept in France, the iceRoll stands can be very easily adapted to every single event (private or public). IceRoll grew its name through events before opening its first pop up shop in Paris in the summer 2016.

No rules : iceRoll always has solutions for the stands to fit all kinds of projects. They are customizable or can be made-to-measure.

The pop up shop which opened in Le Marais in Paris during the summer 2016, was a way for the iceRoll team to meet its customers directly and to try out new recipes. Nowadays, the young startup is expanding its franchise all over France.

We've worked together



ICEROLL FAMILY

Drawing on its experiences during events and direct sales, iceRoll now wishes to share its concept and expertise with any entrepreneurial person. The young startup is developing a network of franchisees in France and abroad, thanks to three kinds of licenses: the event license, which enables a franchisee to make ice cream during parties or trade shows for example; the corner shop license, enabling the franchisee to settle himself in malls for instance; and finally, the boutique license.

The package offer (training, equipment, consumables, communication) can be adapted to anybody's project and has the advantage of offering a ready-to-start solution. iceRoll is affordable and open to all !

Members of the iceRoll family can be found in France in Annecy, Bordeaux, Essone/Val de Marne, Montpellier, Marseille, Normandie, Saint-Jean-de-Monts, Sud Ouest, Ile de la Réunion and Paris. IceRoll is also present in foreign countries : Barcelona, Geneva and Kuwait City.

You can find a full list on www.iceroll.fr



WHERE CAN YOU FIND US ?

 www.iceroll.fr

 facebook.com/iceroll.food

 instagram.com/iceroll

CONTACT

Partnership Family

Quentin Bourdonnay

quentin@iceroll.fr

+336 37 78 19 87

Communication Public Relations

Pauline Bourdonnay

pauline@iceroll.fr

+336 59 25 34 74





WWW.ICEROLL.FR