
Front Cover Page

Please use the graphics attached (**DIPSIDOO GRAPHIC SOURCES (RED) PSD**), you can also reverse the white and red colors if you need to and add graphical creativity.

a) Introduction

“DESSERT. As a word brings a tremendous flow of delight, optimism & happiness to our hearts & soul. Dessert is the essence of sweetness, yet its ability to surpass culture barriers has brought humanity together. Whether its frozen yogurt, waffles, churros, cookies or crepes, desserts were always able to spread through its phenomenal contagious effect that surpassed any political, social or cultural obstacles. Just like the dessert effect, DIPSIDOO is the home where family, friends and individuals come to socialize, share and indulge. Healthy & fresh treats is the building block of DIPSIDOO and we are dedicated to our product and the overall DIPSIDOO experience. We maneuver along with our customers through our smooth frozen yogurt swirls, deep chocolate crepes and fascinating signature churros. For us it's not only about food but rather about generating a vibrant and inviting atmosphere for customers to come together with their beloved ones to share an extraordinary experience of joy and happiness.”

b) Use pic (**frozen yogurt 3.jpg**)

Add Main slogan: “the taste of happiness”

BRAND STORY

Great brands are assembled on great stories. Our brand story is the base of our brand approach to grow and expand. DIPSIDOO'S mission is to create a space that is more than just a dessert cafe, but rather a place that embraces positive and healthy living. DIPSIDOO is the place where people can be themselves, simply DIPSIDOO is a getaway from all life stresses. DIPSIDOO is the ultimate place where people gather to share a joyful experience with their beloved ones.

The DIPSIDOO name was born as a reflection of the famous sporty maneuvers that bring both excitement, entertainment, joy & surprise. The name reflects how our products that consist of the finest ingredients and healthy nutrition can provide the sense of surprise and joy just like a hockey or basketball “Dipsidoo” can bring. DIPSIDOO's rich and tasty frozen yogurt provides an exceptional experience that is even better when accompanied with our churros, waffles & crepes that adds for a unique signature treat.

a) Use pic (**FROZEN YOGUT 2.JPG**)

a) **Our main pillars** (provide a creative graphic design for this section)

- Heath
- Harmony
- Happiness

b) Values

Provide a graphical design to show our values

Diversity

Involvement

Passion

Support

Integration

Dialogue

Originality

Optimism

a) **FROZEN YOGURT (self-serve)**

sample of how I wanted to look (**sample 1.jpg**)

Main content photos that can be used (**frozen yogurt 1.jpg**)

MAIN TEXT (see sample) “Healthy & tasty can Mix”

The page should also have the following information

- No table sugar
- Low calorie
- Premium natural ingredients
- Gluten free
- Certified kosher and halal
- Live probiotic cultures

b) Flavours & toppings

Churros

Main text (see sample) “Spoil yourself with our fabulous churro”

Photos that can be used (**churros 2.jpg**)

The page should also have the following information

- Baked churro
- Zero trans fat
- low in sodium
- Various dipping options

a)Crepes

Photos that can be used (**CREPE1.jpg**)

Main text (see sample) “Enjoy our sweet crepes”

b) Waffles

Photos that can be used (**WAFFLE1.jpg , WAFFLE2.JPG**)

Main text (see sample) “create your waffle experience “

- Enjoy our unique waffles sticks
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A) Smoothies

Photos that can be used (**SMOOTHIE1.jpg**)

Main text (see sample) “shake your life “

b) Juice

Photos that can be used (**JUICE1.jpg**)

Main text “the freshness equation”

STORE CONCEPT

Everything has been carefully studied, from the interior materials used, furniture and ending by lighting and the lovely jazz music. Guaranteeing our stores are operation efficient, extra care has been provided to the design concept to ensure effective workflow is achieved while maintaining a cost effective operation. We have various design templates ranging from small kiosks of approximately (220 sq.ft) , mall islands (300-400 sq.ft) and ending by stores Ranging from 1000 sq.ft to 1800 sq.ft. Each design template serve a specific goal in our pursuit to provide our services and products to various customers.

Mall islands

- a) Add photo (**DISPIDOO MAIN VIEW.PDF**)
- b) Add photo (**DISPIDOO FROM ABOVE.PDF**)

Other design store angles

- a) 1 photos (**CONCEPT DIPSIDOO KIOSK 2.JPG**)
- b) 1 photos (**CONCEPT DIPSIDOO KIOSK 4.JPG**)

Our menu (spread on two pages and will include the prices)

Our product development concentrates on constructing a delightful and a unique menu of delicious treats. The simple food assembly and self-service concept ensures a more fluent operation that requires no special skills, making training of staff easier and cost effective and insures quality consistency. This allows for better customer service and consumer satisfaction as more focus is directed towards our clients whom we believe is the building block of our business.

Please create menu as per example (**aroma menu.pdf**) and information (**dipsidoo menu.pdf**)

LAST PAGE COVER

***- a) & b) indicates that such items are expected to appear on two opposite pages.**