



Manitowoc is excited to offer the industry our innovative, patented icepic™ feature



Market Studies show that **two-thirds (67%)** of fountain beverage customers **prefer ice choice**



The **integrated icepic** feature provides ice choice, while simplifying and scaling your equipment needs



The ability to meet customer preference **cost effectively** make icepic a true win-win proposition

icepic...The industry's only single Ice Maker/Dispenser combination for dispensing the two types of ice your customers prefer.

✓Crushed ice is a big seller. People like the chewable qualities of this type of ice.

✓They like the consistency of their beverage and enjoy their ice as a virtual snack once their beverage is finished.

✓Crushed ice doesn't water down drinks like other types of chewable ice.

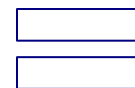
✓...and best of all, it dispenses very reliably.

✓For others it's cubed ice all the way. Eating ice just isn't their thing.

✓Instead of trying to determine which type your customers like best— let them choose for themselves!

✓With Servend's icepic, your customers choose the type of ice THEY prefer.

✓You avoid having to install two ice machines, which saves space, installation, and maintenance costs.



satisfied customers



True Choice (The ability to offer your customers ice choice simply and cost effectively)



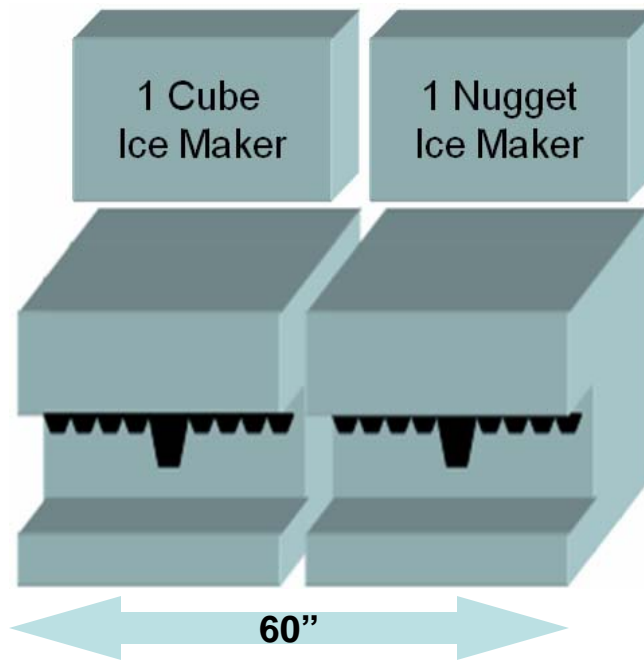
90% Equipment Acquisition Cost Savings...

Plus Additional Savings on Installation, Maintenance & Life Costs

Servend SV200/250 Selectable ice/bev

- 8 or 10 Flavors
- ✓ 1 Dispenser
- ✓ 1 Ice Maker
- 2 Types of Ice (Crushed and Cubed)

Competitive Option



(2) 30" 8 or 10 Flavor Ice/Bev Dispensers

- ✓ 16 or 20 Flavors
- (2) Dispensers
- (2) Ice Makers
- 2 Types of Ice (Nugget and Cubed)

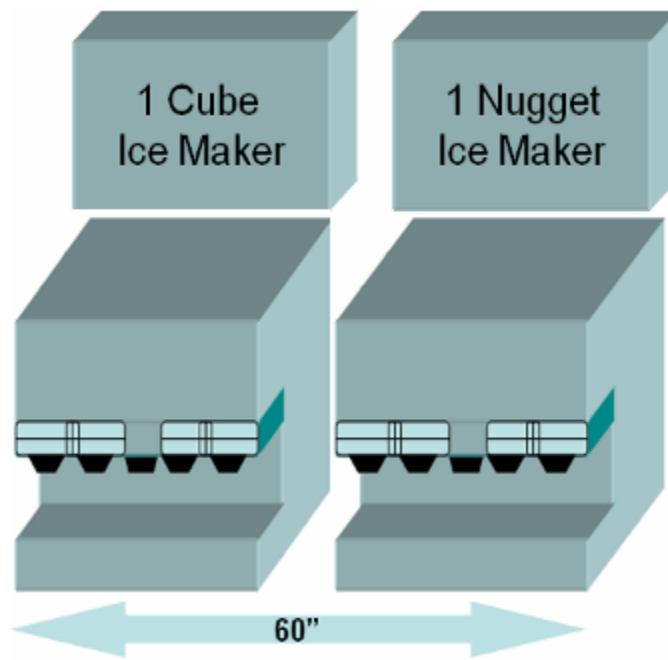
True Choice (The ability to offer your customers ice choice both simply and cost effectively)



Servend FRP-250 Flav'r*pic

- ✓ 16 Flavors + Flavor Shots
- ✓ 1 Dispenser
- ✓ 1 Ice Maker
- 2 Types of Ice (Crushed and Cubed)

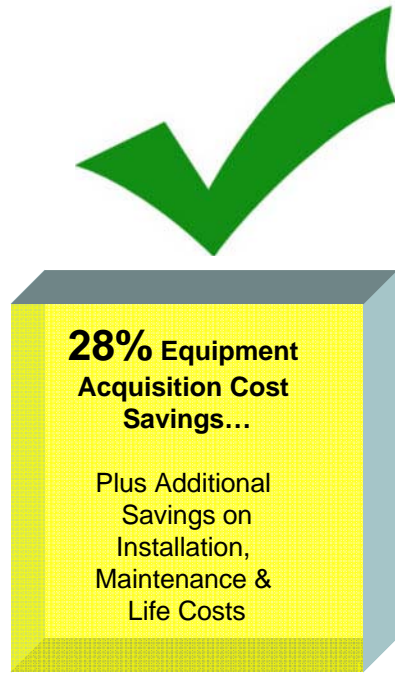
Competitive Option



(2) 30" Multi-Flavor Ice/Bev Dispensers

- ✓ 16 Flavors + Flavor Shots (per unit)
- 2 Dispensers
- 2 Ice Makers
- 2 Types of Ice (Nugget and Cubed)

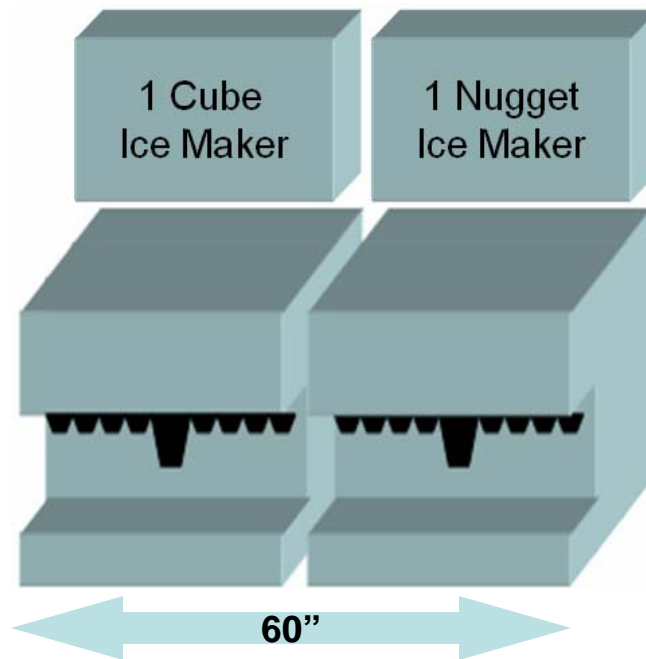
True Choice (The ability to offer your customers ice choice simply and cost effectively)



Servend MDH402 icepic Ice/Bev Dispenser

- 16 or 20 Flavors
- ✓1 Dispenser
- ✓1 Ice Maker
- 2 Types of Ice (Crushed and Cubed)

Competitive Option



(2) 30" 8 or 10 Flavor Ice/Bev Dispensers

- 16 or 20 Flavors
- (2) Dispensers
- (2) Ice Makers
- 2 Types of Ice (Nugget and Cubed)

Icepic.

Ice Consistency. icepic consistently delivers ice crushed to less than 1/2"



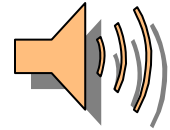
Icepic.

Customer Interaction. Using the icepic feature is simple and intuitive



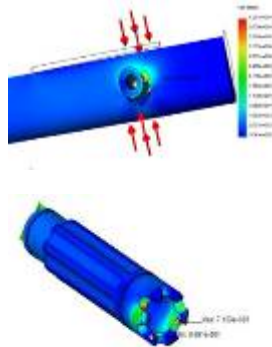
Icepic.

Sound. The noise emitted by the icepic feature is unobtrusive in a Foodservice environment (86dB and 79dB at 16" and 36" respectively)



Icepic.

Long Life and Durability. The icepic feature has achieved over 3 years of successful "real life" field performance. Additionally, during icepic development, computerized tools were used to study stress points and design elements to eliminate failure points



Icepic.

Finished Drink Quality. Crushed and cubed ice options offer increased beverage quality vs. nugget-style ice (Nugget style ice has significantly higher water content that can effect finished drink quality)





One Stop Shopping for all your Ice and Fountain Beverage Dispense Needs



#1 domestic ice maker.
Broad line of icepic
compatible ice makers



icepic. ice & beverage
dispensers



Backroom systems
and solutions



Bag-in-Box Racks

- * Pre-Assembled or Unassembled
- * Custom Configurations
- * Shurflo or Flojet Pumps
- * 1 - 2 Regulators

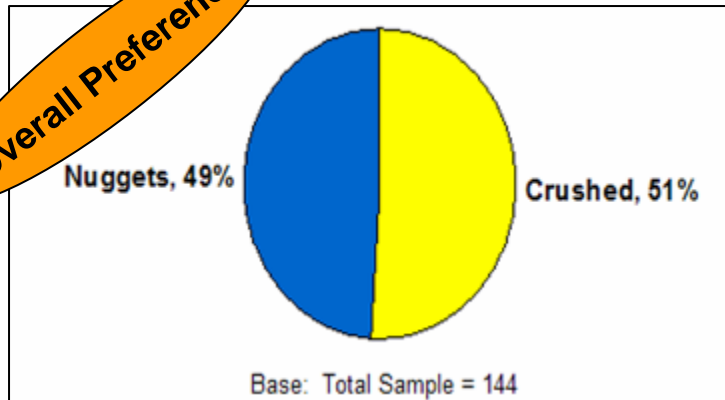


icepic Market Study

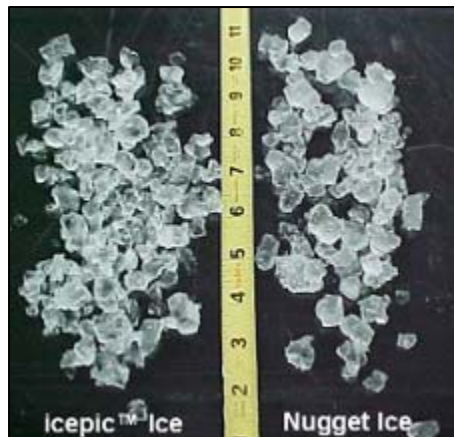
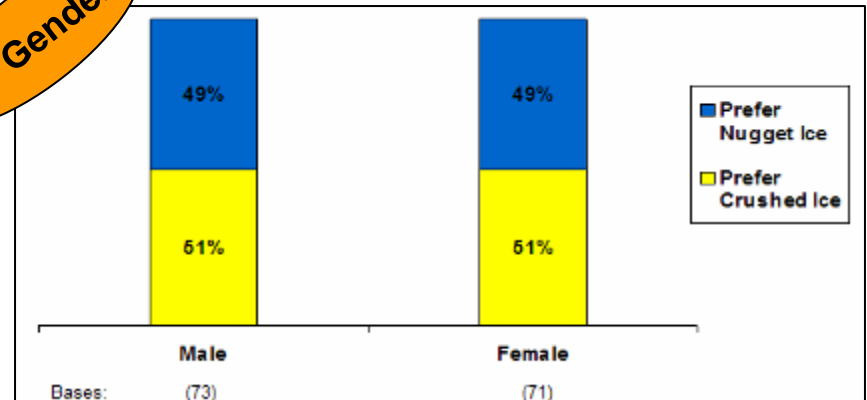
Research Objectives

- Determine overall reactions to, and acceptance of, a new, “Crushed-Ice,” form among target consumers
- Determine preference between the new “Crushed-Ice” and Nugget-Ice”

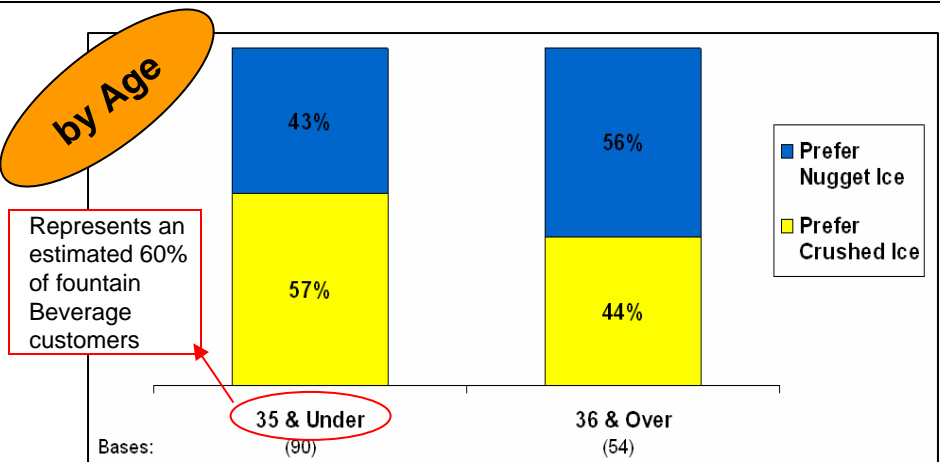
Overall Preference



by Gender



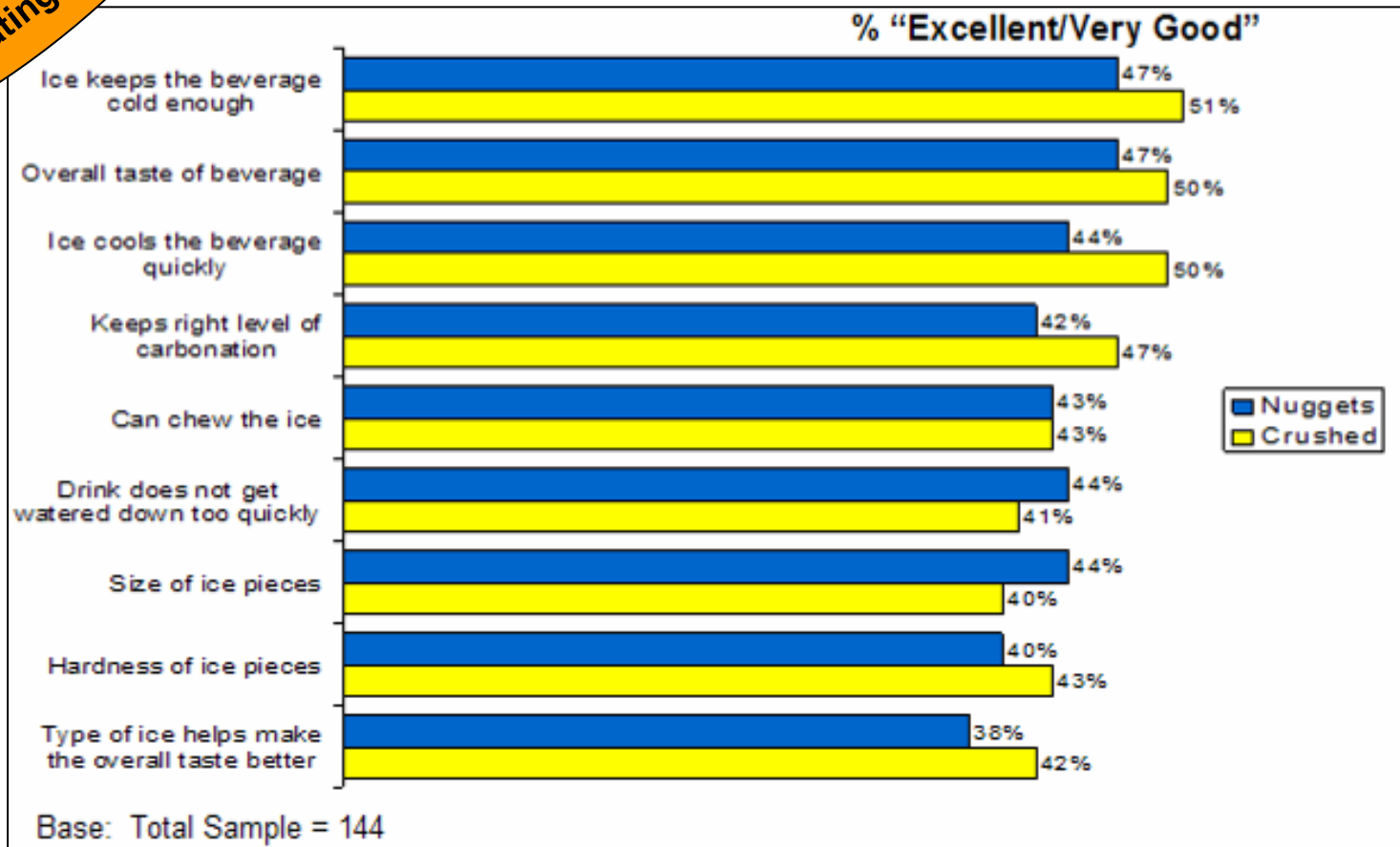
by Age



icepic. Market Study

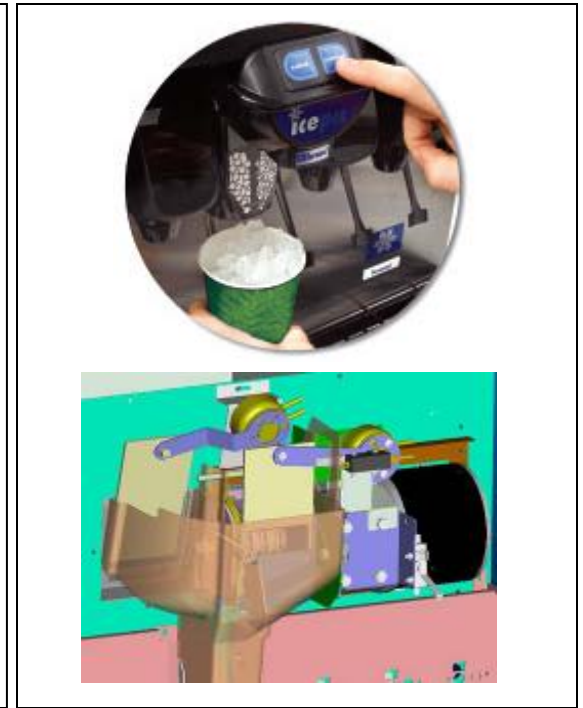
Overall, comparable image ratings for Crushed and Nugget ice types

Image Ratings Results



✓Market studies show consumers prefer ice choice. Market studies further prove that crushed ice is equally accepted when compared to nugget style ice in fountain beverages

Integrated selectable icepic feature for Servend **SV200** and **SV250** ice/bev dispensers



The Servend SV-200 and SV250 Selectable Ice/Bev dispensers offer the industry's first **built-in ice crusher providing selectable crushed or cubed types of ice from a single point of dispense.**

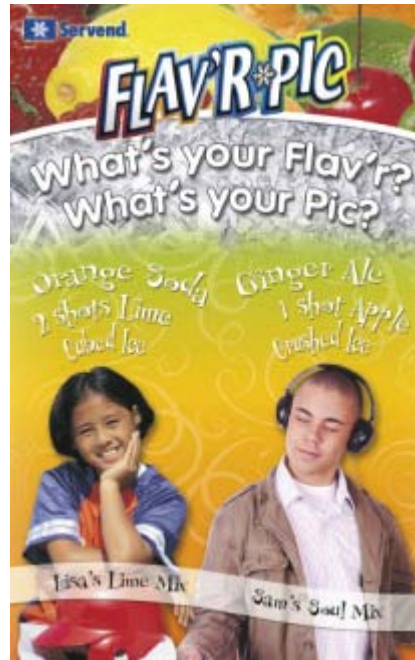
The icepic feature is now available on our 30" wide / single ice chute ice/bev dispensers (SV-200 & SV-250 models).

When offering ice choice, icepic technology delivers customer satisfaction along with savings on equipment purchases, installation and maintenance costs.

The integrated selectable icepic™ control module is both intuitive and easily operated.

- ✓ Customer simply selects cubed or crushed ice option
- ✓ Selection is visually highlighted by "chasing" LED lights
- ✓ Customer operation of the ice chute/dispense mechanism is the same as our standard ice/bev dispensers
- ✓ LED lights indicate the current ice type selection

Integrated selectable icepic feature for Servend **FRP-250 Flav'r*pic** ice/bev dispenser



Servend's new Flav'r*pic ice/bev dispenser gives your customers multiple options to customize their drink with 16 beverage options, up to 8 flavor enhancements and their choice of cube or crushed ice.

Selectable icepic feature is now available in the new & versatile FRP-250Flav'r*pic multi-flavor dispenser

3 million beverage combinations to drive repeat business

Give your customers the choice and beverage options they want

Reduce your equipment expense, installation costs and maintenance.

30" footprint maximizes counter space while increasing beverage offerings.

Integrated icepic feature for Servend **MDH-302** and **MDH-402** ice/beverage dispensers



The icepic™ feature was successfully launched on Servend's large format, dual ice chute MDH302 and MDH402 models in the fall of 2005

The icepic™ feature has been well received by the industry, as well as, demonstrated reliable performance

The MDH302 and 402 models offer dedicated ice chutes / points of dispense for cubed or crushed ice

Primary benefits of icepic™ include:

- ✓ Customer choice (differentiated ice offering)
- ✓ 1 dispenser / 1 ice maker
- ✓ Reduced equipment acquisition, installation and maintenance cost