

our ice is cooler. clearly.  
**our media kit explains why.**



# cool connections; melt our hearts and send us some love

## facebook

<https://www.facebook.com/OnTheRocksIceDistribution>

## twitter

@OnTheRocksIce

## web

[OnTheRocksIce.com](http://OnTheRocksIce.com)

## media contact

Ice Princesses, Jennifer Trayler & Danielle Nesbit

[media@OnTheRocksIce.com](mailto:media@OnTheRocksIce.com)

1-866-989-4ICE (4423)



# our cool concept



**Ice Princesses & Creator of Cool;**  
Jennifer Traylor (left) & Danielle Nesbit (Right)

We saw an opportunity to take ice from vice to nice. No women had tackled the vertical before, but we knew we were destined to be the next sub-zero heroes. To put a stranglehold on cold, as it were.

*Ice can be interesting; it's more than H<sub>2</sub>O in a solid state. Ice isn't just something you ditch in a drink; it's something you build a drink around.* Thus, we proclaimed ourselves to be architects of the next ice age.

Our ice is, quite simply, cooler.

*Cold yet warm Love,  
The Ice Princesses*



## where we shine; frosty achievements

**2013, Jan** - The Ice Princesses meet the Dragon's on an episode of CBC's television show; Dragon's Den,

**2012** - Top 5 business for **Best Concept** in the Small Business BC, **Successful You Awards**.

**2011** – Expanded into the **retail market**. i.e., grocery stores and cold beer & wine stores.

**2010** – Fully launched our company and kept it cool for special events & hospitality during the winter Olympics.

**2009** - Founding year for **On The Rocks Ice**



# ice cold facts

- On The Rocks supplies the coolest ice **for special events, hospitality and retail.**
- We are a dynamic **Vancouver company** that is passionate about ice, our clients and providing new and unique ice experiences.
- **Founded in 2009** by Ice Princesses, Jennifer Trayler & Danielle Nesbit
- The **coolest ice** can be currently purchased at **20+ retail locations.**
- We **deliver** the cleanest, coolest ice from our business to you.
- **Absolute beverage ice** come is the coolest 20lb & 6lb bags.
- **Hotter Ice** for top shelf cocktails and spirits is designed for optimum chilling and minimal dilution. These cool cubes are frozen into 2" ice sphere's and 2" crystal clear cubes.
- **Ice Design & Sculptures** Unique ice designs are a cool way to make your event and brand stand out.



# community love

**Everything** we do is rooted in **excellence, respect** and **fun**; this is the source of our pride and our business.

*We love fun most of all- if its' fun we're in!  
We're also into excellence & respect.  
Love, The Ice Princesses*

## organization's we love & support

- Michael Cuccione Foundation
- Compassionate Eye Foundation
- Hunger Response
- Slow Pitch For Kids
- Ride to Conquer Cancer
- Underwear Affair
- Growing Chefs

## respecting our earth & natural resources

Frozen H<sub>2</sub>O is a natural resource and needs to be used wisely, which is why we choose to produce our ice with a machine that reuses its wastewater to cool the machine. We produce all of our ice in quantities that reflect the seasonality of the business and the demand of our clients.

We are also proud to be part of the Climate Smart program. Climate Smart is a comprehensive, business training program that takes small businesses through the process of creating a plan to continually reduce greenhouse gas (GHG) emissions.



# our ice is cooler

## Absolute Packaged Ice

Clean. Clear. Fresh. Blended. Shaken. Stirred. Perfect for chilling beverages and food.

- Bag Sizes 20lbs (9.1 kg) & 6lbs (2.72 kg)
- Pure and tasteless
- Produced in small enough batches to guarantee freshness.



## Hotter Ice ~ 2" Ice Cubes & Ice Spheres

Designed for those who desire a perfectly coiffed cocktail, chilled to perfection.

- Most efficient and attractive way to cool down a top shelf cocktail
- Provides maximum cooling with minimum dilution
- Crystal clear and free from minerals and additives



## Ice Design & Sculptures

Crystal clear ice sculptures are meticulously designed & crafted for any occasion.

- Special attention to detail is taken in designing ice sculptures for your special day or event.
- We execute your vision and decor ideas; if you don't have any ideas of what you are looking for our designers are happy to make suggestions and create unique ideas for you.
- Unique ice designs are a cool way to make your event and brand stand out,





# cold hard truth;

## FAQ's

**Q: What made you decide to start an ice company?**

**A:** We saw an opportunity in the Market to update an industry that has been stuck in the Ice Ages. It was time to freshen up the face of ice and quench the thirst of those who desired a perfectly chilled beverage.

**Q: Who are your customers and what is your product?**

**A:** Our customers are in the Special Events, the Hospitality and Retail Industry. We have three products.

1. Absolute Ice- our Pre-Packaged Beverage Ice  
Bag Sizes 20lbs (9.1 kg) & 6lbs (2.72 kg)
2. Hotter Ice- 2" Ice Spheres & 2" Cubes
3. Ice Design & Sculpture

**Q: What is an Ice Sphere?**

**A:** Ice Sphere's are designed for those who desire a perfectly coiffed cocktail, chilled to perfection.

- Most efficient and attractive way to cool down a top shelf cocktail
- Provides maximum cooling with minimum dilution
- Crystal clear and free from minerals and additives

**Q: What is Ice Design?**

**A:** Adding the cool factor to your event or party goes beyond the traditional idea around ice sculptures, i.e. Swans, clamshells, hearts with etched initials etc. Our ice designers will work with your event planner to map out the design elements and feel behind your event. Our designers will then come up with unique design elements such as ice curtains, ice chandeliers, ice furniture, ice bars and unique centerpieces that fit the individual needs of each event. We can provide rendered drawings of the sculptures if desired. Lighting and placement will also be considered in the design.



**Q: What makes you Cooler?**

**A:** Aside from being a fun and hip company.

- our cubes are smaller than what you would traditionally find in a packaged ice, this prevents the need of a mouth guard when sipping on a cold beverage. We'll leave the use of mouth guards for hockey!
- we keep our 6lb (2.72kg) bags compact so they can fit in the freezers of smaller apartment size fridges that you find in Vancouver and major cities. They also stack better in the freezer of retail stores.
- our 2" Ice Sphere's are crystal clear and provide optimal chilling with minimal dilution for top shelf spirits and cocktails. Very Unique and Very Cool!
- our ice design & sculptures. We specialize in ice décor such as ice curtains, chandeliers, ice bowls, quilted ice buckets, candle stick holders to name a few.
- We have a brand that is memorable and stands out



# cold yet warm love

## Client Testimonials

We have been using On the Rocks for all of our ice needs for over a year. They have provided us with an excellent product 100% of the time. This combined with their friendly service, punctual delivery and their ability to accommodate almost any request is why I would recommend them as my first choice for ice services.

Warmest Regards,

**Jennifer Pavich**

Director of Operations  
The Lazy Gourmet Inc.

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On the Rocks Ice provided us with excellent customer service and treated our staff with utmost professionalism throughout the two days of the event. We were extremely impressed with all the attention to detail customer service and ice delivery that they customized for our event. Anytime we needed additional services, On the Rocks Ice was there to satisfy the needs of all 600 rugby players. In addition, the company serviced the food and drink vendors throughout the two days and as a result contributed to the success of our international rugby event. I highly recommend On the Rocks Ice to any potential client that is looking for an ice supplier.

Sincerely,

**Douglas Okero | President**

Abbotsford International Rugby Sevens

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"On the Rocks, simply is a superior company providing superior ice with superior service. Their ice enhances every beverage, either crushed in that cold coffee drink on a warm summer day or that special cocktail served at any New Year's Party. There is no better way to say it: On the Rocks; well it Rocks!"

**Kyle Rutherford**

Frozen Foods Specialist  
Whole Foods Market

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"We choose On the Rocks because of their product quality, pricing, availability, reliability & first-rate customer Service. They're not only a supplier but a partner we can trust with their proven competency, service, and willingness to work with us and delivery of goods in a timely and efficient manner. All in all, On the Rocks keeps it chill for event planners."

Thanks,

**Baxter Bayer**  
Regional Logistics Manager  
BC Cancer Foundation

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On The Rocks supplied ice at several of the events ICL Services managed this summer. We were completely satisfied with their products and the level of service was excellent.

We are pleased to recommend "On The Rocks" to other festival and events.

**Rod Grant**  
President  
ICL Services Ltd.

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Thank you from Caribbean Days Festival

On behalf of the Trinidad & Tobago Cultural Society of British Columbia, I would like to thank you for the role you and your organization played in making this year's Festival a success.

With warm regards,

**O. L. David Smith, President**  
Trinidad & Tobago Cultural Society of BC

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I would like to thank you and all your wonderful staff for a job well done. We had a real challenge this year with the weather (tornado's and such) the heat was almost unbearable but you and your staff kept their cool and kept our beer cool.

Once again thanks for a great time.

**Kenny Hess**

President

Rockin' River Productions Inc.

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I want to thank On the Rocks for being so amazing! Without On the Rocks fast delivery service our wedding rehearsal dinner would have had to suffer with warm drinks.

**Tasha Chiu**

Host/Producer

TELUS TV Community Programming

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On the Rocks delivered the Coolest Experience to Joe's Apartment 1 Year FML Formula Bacardi Party. Big Shout out to Danielle and Jennifer, Joe's Apartment was Insane; Bacardi Promo Girls pouring Bacardi Oakheart into the FML Ice Luge from On the Rocks Ice. Tons of Photo's and a Big Night all with the Help of the Ice Angels. Delivery, Execution and Experience were all High Level with On the Rocks. I can't wait for Joe's 2 Year Party and see what COOL Ice Creations these Hotties come up with.

**Randy Moore**

Marketing, Events and Promotions

Joe's Apartment

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