

2026

SEASON KICKOFF

Dealer Meeting

February 16, 2026 | 5:00 PM MT

TODAY'S AGENDA

1 Welcome & Meet the Team

2 Market Trends & Pricing

3 Natural Color Transition

4 New Products & Apparel

5 Path to Purchase

6 Dealer Assistance Center

7 Q&A

8 Conclusion

Organizational Updates

*"As long as you're green, you're
growing. As soon as you're
ripe, you start to rot."*

– Ray Kroc

THANK YOU, STEVE GRIFFITHS

Celebrating Steve's Retirement

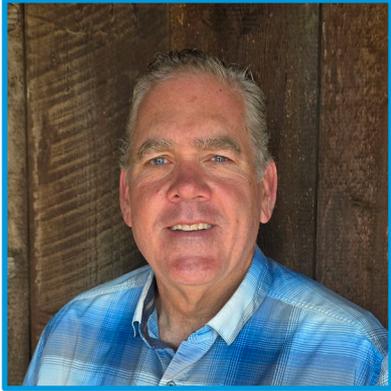


After 35 years of dedicated service to Tropical Sno and our dealer community, Steve has retired!

We want to honor him with your memories!

Send photos and messages to:
donald@pioneerfamilybrands.com

OUR TEAM



Donald Griffiths

Owner / President....

D: 801-838-7122

Donald@pioneerfamilybrands.com



Porter Griffiths

Sales & Marketing....

D: 801-838-7131

Porter@pioneerfamilybrands.com



Eric Slivinski

Dealer Development....

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eric.slivinski@pioneerfamilybrands.com



Cooper Griffiths

Operations....

D: 801-838-7130

cooper@pioneerfamilybrands.com

HOW TO REACH US

Same great service, same contact info

 Phone

801-523-3850

 Email

customerservice@pioneerfamilybrands.com

Our team works together to make sure you get the help you need.

WHAT DOES THE FUTURE HOLD?

“A leader’s job is to look into the future and see the organization, not as it is, but as it should be.”

- Jack Welch-



Moving Forward with Confidence

- ✓ We aren't "Hemming and Hawing"—we are proactively shifting to serve you better.
- ✓ I can assure you that our team remains adaptable, hungry, and focused on your success. We are actively out looking for "New Cheese."

**"The quicker you let go of old cheese,
the sooner you find new cheese."**

- Haw



MARKET TRENDS & PRICING

ONE PRICE TIER FOR ALL

We're simplifying our pricing structure

- ✓ One consistent price tier for all Dealers
- ✓ Most Dealers will see better pricing in 2026

SUPPLY CHAIN TRANSPARENCY

What affects our pricing:

- Supplier relationships (Cups, flavor suppliers, spill stoppers)
- Market conditions, supply chain volatility and tariffs
- Buying power of 600+ dealers helps us negotiate
- Prices may adjust during season based on market

We encourage you to be flexible with your own pricing as market conditions change.

MORE PROFITABLE THAN EVER

Tropical Sno is over 2x more profitable today than 2006!

Cost Per Serving	2006	2026	% Increase
Tropical Sno Flavor	\$0.14	\$0.34	240%
Sugar (5 lbs)	\$0.06	\$0.14	250%
Branded Cups	\$0.06	\$0.10	167%
Spill Stopper	\$0.14	\$0.18	129%
Spoon	\$0.03	\$0.06	200%
Total Cost (COGS)	\$0.43	\$0.82	192%

Costs up 192% but profits up 217%. The math works in your favor.

THE GOOD NEWS

Average Retail Price

\$2.40 → \$5.10

213% increase

Gross Profit Per Serving

\$1.97 → \$4.28

217% increase

Gross Profit Margin

82% → 84%

NATURAL COLORS & FLAVORS

THE FUTURE IS CLEAN

The “Clean Label” Revolution

- Today’s parents (your primary customers) are scrutinizing labels more than ever.
- 75% of consumers are willing to pay a premium for products containing natural ingredients.

Safety & Trust

- Growing concerns regarding artificial dyes and child hyperactivity are driving consumers toward natural plant-based dyes.
- Natural dyes offer a "No-Veto" experience: Parents feel good about saying "Yes" to a second round of Tropical Sno.

The Industry Standard

- Major food leaders (Nestlé, Hershey, Kellogg’s) have already made the switch. We are ensuring Tropical Sno stays at the forefront of the industry.

FLAVOR UPDATES FOR 2026

Same great flavors, better ingredients

What we're doing:

- Transitioning flavors to natural colors where possible
- Transitioning flavors to natural flavors where we've found better options
- Expanding our sugar-free lineup
- Same flavor profiles you know and love

Rollout: We're selling through existing stock first, then transitioning to updated formulations. You may receive new versions mid-season.

HOW TO IDENTIFY EACH TYPE



Natural Flavor

Made with
natural flavoring



Natural Color

Made with
natural dyes



Sugar Free

Sugar-free
option

Pouch Colors:

GREEN POUCH

Natural Color + Natural Flavor

BLUE POUCH

Standard (check icons)

YELLOW POUCH

Sugar Free

Every pouch has icons on the label showing exactly what's inside.

WHAT THE POUCHES LOOK LIKE



GREEN POUCH

Natural Color + Natural Flavor



BLUE POUCH

Standard (check label for icons)



YELLOW POUCH

Sugar Free

NATURAL COLORS & NATURAL FLAVORS

NC

NATURAL COLORS

Available now:

- Birthday Cake
- Coconut
- Pink Cotton Candy
- Root Beer
- Vanilla

Coming soon:

- Banana
- Cherry
- Piña Colada
- Pineapple
- Red Raspberry
- Strawberry
- Tiger's Blood
- Verry Cherry

NF

NATURAL FLAVORS

Available now:

- Guava
- Lemon
- Mango
- Orange
- Peach
- Pink Grapefruit
- Pink Lemonade

Coming soon:

- Fresh Lime

NATURAL VS. ARTIFICIAL

NF

NC

PREMIUM FLAVORS

- Blue Raspberry
- Coconut
- Coffee
- Cola
- Guava
- Mango
- Peach
- Pink Lemonade
- Strawberry
- Watermelon

SF

SUGAR FREE FLAVORS

- Blue Raspberry
- Pineapple
- Coconut
- Strawberry

UPDATING YOUR MENU

The challenge:

You order your menu at the start of the season, but you might receive updated flavor formulations mid-season. How do you show customers which flavors are now natural?

The solution: Sticker sheets

- ✓ Sticker sheets match the icons on your pouches (NF, NC, SF)
- ✓ When you start using a new version of a flavor, add the matching sticker to your menu
- ✓ Stickers also available for your pour bottles
- ✓ Lets you update on the fly without reprinting your menu



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\$ \$5.00 **M \$7.00**

2 Choose Your Flavors

POPULAR CONCOCTIONS

Lime Delight <i>Fresh Lime • Piña Colada • Coconut Cream</i>	Pizzazz <i>Peach • Pineapple • Red Raspberry</i>	Tangerango <i>Tangerine • Mango</i>
Northern Lights <i>Blue Raspberry • Piña Colada</i>	Root Beer Float <i>Root Beer • Vanilla Cream</i>	Tidal Wave <i>Blue Hawaiian • Vanilla Cream</i>
Pink Flamingo <i>Pink Lemonade • Strawberry • Vanilla</i>	Summer Breeze <i>Watermelon • Peach • Strawberry</i>	

BUILD YOUR OWN (UP TO 3)

Banana	Coconut NF NC	Peach NF NC	Root Beer
Birthday Cake NC	Cola	Pineapple SF	Strawberry NF NC
Blue Hawaiian	Fresh Lime NF	Pink Cotton Candy	Tangerine
Blue Raspberry SF	Grape	Pink Lemonade	Tiger's Blood
Bubblegum	Mango NF NC	Piña Colada	Vanilla
Cherry	Orange	Red Raspberry	Watermelon

NF Made With Natural Flavor **NC** Made With Natural Color **SF** Sugar Free Available

3 Choose Your Add-ons

NEW PRODUCTS & APPAREL

NEW & IMPROVED: RASPBERRY SOUR SAUCE

BEFORE

Raspberry Tart Sauce

- X Thick like frosting
- X Hard to mix (bottle too full of powder)
- X Powder like moon sand, hard to pour
- X Impossible to squeeze out the last half
- X "Tart" name was confusing

NOW

Raspberry Sour Sauce

- ✓ Smooth consistency (like cream topping)
- ✓ Easy to mix
- ✓ Easy to pour through funnel
- ✓ Works great in squeeze bottles
- ✓ Same great raspberry taste with sour kick
- ✓ "Sour Sauce" name is self-explanatory

New formula, new name, same great flavor. Now much easier to use!

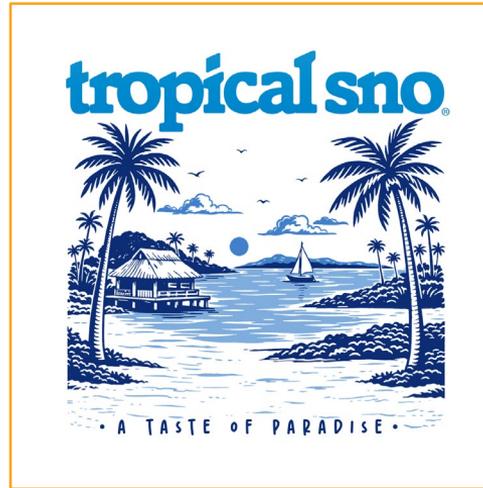
NEW BOTTLE RACK



Display your bottles
professionally

- Organizes your pour bottles
- Professional appearance
- Easy customer visibility
- Durable construction

NEW APPAREL COMING SOON!



T-Shirts, Tank Tops, Sweatshirts, Hoodies

Pre-order options coming soon for limited-time designs

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PATH TO PURCHASE

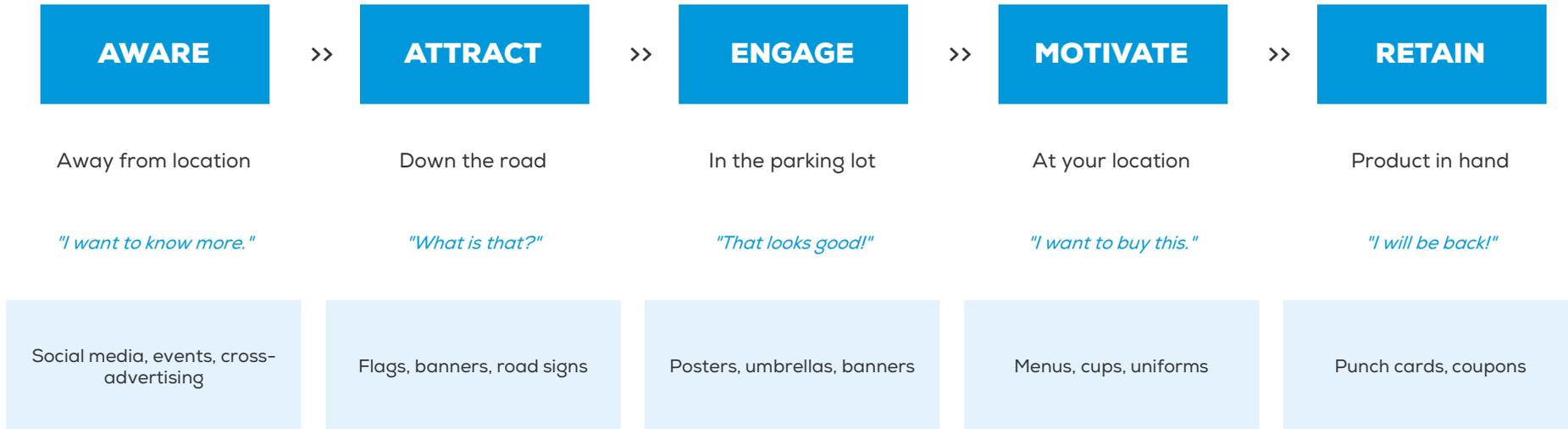
Nobody wakes up planning to buy shave ice.

The decision happens in moments. Your marketing has to work fast, and it has to work at every distance.

PATH TO PURCHASE

Drawing customers in, step by step

For impulse products like shave ice, marketing is about guiding customers along a journey. Each step brings them closer to buying.



MEET YOUR CUSTOMER

It is a hot Saturday afternoon.

A family is driving home from the park. The kids are in the back seat. Mom is thinking about what to make for dinner. Dad is focused on the road.

They are not thinking about shave ice.

Not yet.

Your job is to change that. Step by step, you are going to pull them in.

STEP 1: CATCH THEIR EYE

500 feet away

Dad sees something colorful waving in the distance. He does not know what it is yet, but his eyes are drawn to the movement.

One of the kids in the back seat points. "What is that?"

Your tool:

Bow flags, road signs. Anything tall, colorful, and moving. You need to interrupt their attention from hundreds of feet away.



STEP 2: CREATE RECOGNITION

200 feet away

As they get closer, they can read it now. Tropical Sno. The logo. The colors. This is not just "something" anymore. It is a shave ice stand.

"Oh, that is a shave ice place!" Mom says.

Your tool:

Branded banners, logo signs, trailer wraps. Your brand needs to be visible and professional. People trust what they recognize.



STEP 3: CREATE DESIRE

In the parking lot

Dad pulls in. Now they can see the posters. Bright tropical colors. Shave ice piled high with fruit. Creamy toppings. The kids are already unbuckling their seatbelts.

"That looks so good. I want the blue one!"

Your tool:

Posters. Make their mouth water. Let them see what they are about to enjoy before they even order.



STEP 4: BUILD CONFIDENCE

At the window

They walk up. The menu is clear and easy to read. The employee is wearing a clean branded shirt. The setup looks professional. This is not some random stand. This is a real business.

Mom feels good about buying this for her kids.

Your tool:

Professional menus, branded cups, employee uniforms. Every detail signals quality and trust. People buy from businesses they feel good about.



STEP 5: BRING THEM BACK

Product in hand

They take that first bite. It is delicious. The kids are happy. Mom and Dad are happy. This was a good decision.

But here is the question: Will they remember you next time?

You hand them a punch card. "Nine more and the tenth one is free." Now they have a reason to come back. They have a little reminder in Mom's purse.

Your tool:

Punch cards, coupons, square loyalty and of course, a great product.



EVERY LINK MATTERS

This is why some dealers thrive while others struggle, even with the same great product.



If any link is missing, you lose customers.

Great flags but no menu? They leave confused.

Great product but no visibility? They drive right past.

THE DIFFERENCE IS CLEAR



✗ Minimal branding



✓ Professional branding

WHAT IS YOUR WEAKEST LINK?

Think about your setup. Where are you losing people?

Can people see you from the road?

Do they know what you are selling?

Does your setup look professional?

Do customers have a reason to come back?

We have tools for every step. Visit TropicalSno.com

DEALER ASSISTANCE CENTER

Order through TropicalSno.com for the best pricing

- ✓ Best prices on ice shavers and equipment
- ✓ Combined shipping saves you money
- ✓ One-stop shop for everything you need
- ✓ Better than ordering from IceShavers.com separately
- ✓ Your Billing Company Name is now locked

TropicalSno.com

TAX EXEMPTION REMINDER

Don't pay sales tax on your orders!

If you have a resale certificate, make sure it's on file with us.

Upload your certificate in your account settings on TropicalSno.com



FLORIDA DEALERS

We've reached Nexus in Florida. Please submit your resale certificate to avoid paying sales tax on future orders.

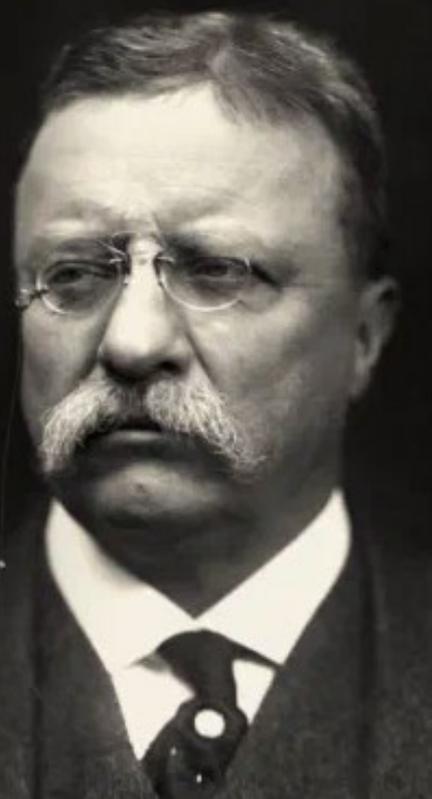
The MAN in the ARENA

It is not the critic who counts; not the man who points out how the strong man stumbles, or where the doer of deeds could have done them better.

The credit belongs to the man who is actually in the arena, who at the best knows in the end the triumph of high achievement, and who at the worst, if he fails, at least fails while daring greatly,

. . . so that his place shall never be with those cold and timid souls who neither know victory nor defeat.

Theodore Roosevelt



Q&A

Your questions answered

THANK YOU!

Here's to a great 2026 season!

Questions? Reach us anytime:



800-975-4766



customerservice@tropicalsno.com



TropicalSno.com