MATRYOSHKA LLC

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OWNERSHIP:
85% Sofija Daceva & 15% X-Factor Accelerator Veles

PRODUCTS/SERVICES:
wine ice-cream, wine sorbets & traditional dairy ice-cream.

COMPETITIVE ADVANTAGES AND INNOVATION:
Our startup produces wine ice-cream that is made with 50% wine and can contain up to 9% ABV per 180ml cup. Although the combination of wine and ice-cream seems attractive, the process is highly complex. The main reason is because of the difference in freezing points. Specifically, while wine freezes at a temperature of -18 C, ice-cream freezes at 0 C. After more than 2 years of R&D activities, our company developed an innovative technological process that increases the freezing point of wine from -18 C to 0 C, thus enabling the wine alcohol content to stay frozen within the basic ice-cream mixture. The end result from this innovation is 1 cup of 180ml WICE, that has equivalent effect as drinking a glass of wine…only tastes better. Currently, there are no other competitors that have developed similar solution.

STAGE OF DEVELOPMENT:
The company is currently in the growth phase of the product life-cycle. We started actively selling in 2023 and we are currently self-sustainable and eager to expand to other markets.

BUSINESS OFFER/BUSINESS REQUEST FOR THE NETWORKING EVENT:
To meet potential distributors, experts for sales and marketing for expansion to EU countries and searching for investors.

TYPE OF PARTNER SEARCHED AND COUNTRIES:
We are searching for distributors and sales and marketing experts that would help us to expand to EU countries, as well as the Balkan region.