



**THE ICE LOUNGE
A VERY COOL
BUSINESS
OPPORTUNITY***

CHILLON[®]
ICE LOUNGE & SKI LODGE

WWW.CHILLON.COM.AU

THE HOTTEST VENUE IN TOWN IS AS COLD AS ICE*

"THE POPULARITY THAT A UNIQUE HOSPITALITY CONCEPT CAN ATTRACT, PRESENTS AN EXCITING BUSINESS OPPORTUNITY THAT HAS THE ABILITY TO EXPAND LOCALLY, NATIONALLY AND GLOBALLY"

BOBBY STEPHENS*
FOUNDER & DIRECTOR
CHILL ON



CHILL ON is a unique venue experience that will literally take your breath away. CHILL ON's success is based on offering its visitors a novel and memorable in-venue experience that excites and delights from the moment they walk through the door, to that very last sip of their icy drink.

The venue provides an integrated experience of a winter wonderland, where patrons spend up to half an hour in a bar made entirely of ice. Then, time to thaw in the upstairs

après Ski Lodge, which perfectly compliments the Ice Lounge's cool, with hot tunes and a warm space to relax in. Distinctive and unique, versatile and comfortable, the two bars combine to provide a venue that caters to and resonates with people of all cultures, age groups and lifestyles.

The venue attracts tourists, corporate and function groups, individuals, weekend drinkers and even family groups. From product launches to elaborate cocktail parties, the Ice

Lounge sets the scene for a constant stream of customers.

Winner of the 2007 Australian Small Business Award, CHILL ON offers an exceptional franchise opportunity based on an innovative and highly successful hospitality concept: the Ice Lounge.

ARCTIC ADVENTURES: CREATING THE COOLEST SPACE IN TOWN*

"IT'S AMAZING WATCHING CUSTOMERS AS THEY ENTER THE ICE LOUNGE. IT REALLY IS SUCH A UNIQUE ENVIRONMENT THAT THEY CAN'T HELP BUT SMILE IN DELIGHT"

NICOLE SMITH*
BUSINESS DEVELOPMENT
CHILL ON



CHILLY COCKTAILS MADE TO ORDER



THRONES OF ICE FOR YOUR LOUNGING PLEASURE



SHOTS ARE ENJOYED STRAIGHT FROM THE LUGE

CHILL ON's founder, Bobby Stephens set out to create an innovative hospitality concept that combines his passion and knowledge with a totally sensory experience that would engage customers from the moment they walked through the door.

Travelling the world, Bobby researched and visited bars and tourist attractions operating in various cities across the globe.

Excited by a unique concept, Bobby felt that by applying his extensive business experience he could build a business model to maximize the concept and profit opportunities, and build something unique and fun.

Upon returning to Melbourne, Australia in 2006, the CHILL ON concept was born. Business systems and processes were established, product sourced, supply chains put in place, and enthusiastic staff trained.

The result is a very high level of repeat business and a strong corporate market that has established CHILL ON as a must visit venue for anyone seeking a well made drink in unique surroundings.

WINTER WONDERLAND JUST ADD WATER*

“WE WANTED TO CREATE
A HOSPITALITY VENUE
THAT WOULD WOW OUR
CUSTOMERS, AND PROVIDE
AN EXPERIENCE THAT THEY
WOULD NEVER FORGET”

NICOLE SMITH*
BUSINESS DEVELOPMENT
CHILL ON



Everything within the Ice Lounge is made of ice – tonnes of it – from the bar to lean against, the couch to lounge on, even the glass you drink from!

State-of-the-art lighting sets the tone, high energy music quickly gets guests in the mood, and exquisitely carved ice sculptures provide the cool decor. All the while everyone is wrapped warmly and comfortably in ski

jackets, gloves and woollen boots.

Stunning Arctic-themed frozen cocktails are served in glasses made entirely from ice which are smashed, after patrons have quenched their thirst and viewed all the incredible ice carvings on display. To counteract the negative degrees temperatures, guests are taken to the après Ski Lodge, which it is completely decked out with old ski gear, memorabilia

and rustic furniture. Here guests can thaw out, settle in – drink, dance, eat and meet in a warm and cozy environment with some hot tunes.

Food, beverage and merchandise sales, including clothing, add to the truly unforgettable experience of CHILL ON.

MARKETING SUPPORT*

"CHILL ON HAS A VERY DISTINCTIVE STYLE, WHICH IS AT THE CORE OF THE BRAND. WE STRIVE TO ENSURE THAT EVERYTHING WE DO COMMUNICATES THE BRAND POSITIONING AND INTEGRATES ACROSS ALL ASPECTS OF THE BUSINESS"

BOBBY STEPHENS*
MARKETING DIRECTOR



CHILL ON is a brand that captivates, excites, engages and invites enjoyment.

The CHILL ON brand has been carefully developed and integrated throughout the venue, merchandise, marketing collateral and the website.

With high margins compared to other entertainment venues, CHILL ON is both highly profitable and simple to run. The strategic, creative and marketing techniques at the core of the CHILL ON success have been very finely tuned and are constantly evolving to reach an expanding audience. A comprehensive promotional calendar maximizes opportunities around major events and celebrations. These are promoted via the venue, website, advertising, PR and direct mail campaigns. And the sheer novelty of the concept provides endless editorial opportunities.

UNFREEZE YOUR ASSETS*

"WE ARE ABSOLUTELY COMMITTED TO THE
SUCCESS OF OUR INTERNATIONAL
PARTNERS. GIVEN IT'S UNIQUENESS,
CHILL ON IS AN INCREDIBLE OPPORTUNITY"

BOBBY STEPHENS*
FOUNDER & DIRECTOR
CHILL ON

CHILL ON is committed to building a strong and dynamic global brand and seeks global partners who share their passion for unique and memorable entertainment venues.

CHILL ON is interested in talking to potential partners in any city around the world with more than 2 million people.

CHILL ON requirements; :

- * Populations 2 million or more
- * Capital investment 500k

CHILL ON offers:

- * A proven business model
- * An established brand and an exciting concept
- * A unique and engaging hospitality environment
- * Exceptional creative marketing and advertising
- * Site selection, venue design and project management guidance and assistance
- * Ongoing development and operational support
- * Dedicated international support personnel
- * Highly professional and multi-faceted management expertise

We would like to talk to interested parties today.

Please call to discuss the CHILL ON franchise model in more detail.

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