

# ICONS

*Café Culture*

## PRODUCT MANUAL

[www.meeticons.com](http://www.meeticons.com)



# ICONS<sup>®</sup>

Coffee Couture



Coffee Couture



Push ادفع

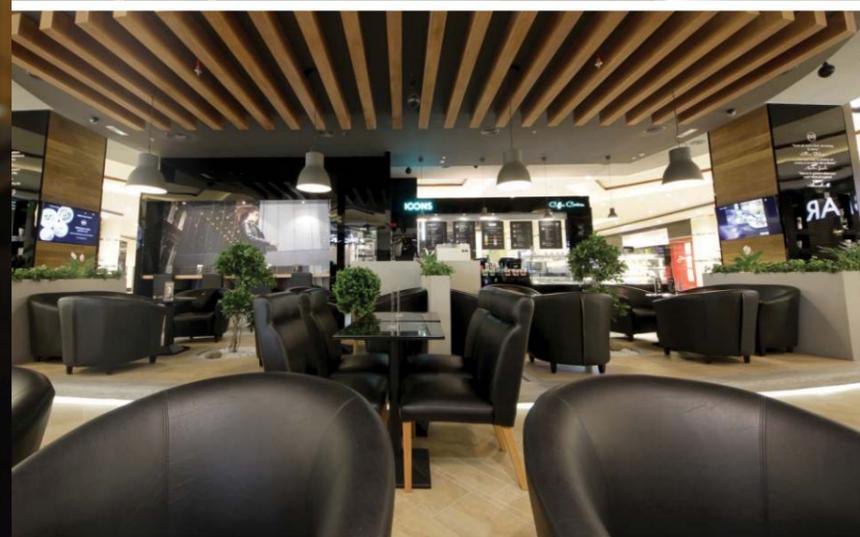
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# Make Life Remarkable

Icons Coffee Couture is a German Lifestyle Coffee chain developed in 2012 which focuses on organic coffee and tea varieties as well as sugar free bakery and healthier food choices. The concept was developed by Elena Weber, former Fashion Model, who created a brand, which stands for guilt-less products, with no compromise on taste.

This central food philosophy is combined with the creation of an environment which is reminiscent of the working atmosphere of the fashion industry and an embracement of in-vogue styles and trends, encouraging and giving confidence to customers to express their own unique style and flair in their everyday lives.

Finally, a strong ethos of naturalness and corporate social responsibility unpins the Icons brand, with ingredients ethically sourced from sustainable, organic farms. Highlighting the possibilities and opportunities that can be unlocked in all of our lives if we follow our instincts and believe in ourselves, which is core to the spirit of Icons.



Pro-active planning and high commitment during the past years resulted in the emergence of an international chain having presence in:

- UAE
- Bahrain
- Qatar
- Oman
- KSA
- Germany
- Austria

# Lifestyle Elevating

by ICONSWORLDWIDE

*We want to empower our consumers from the inside and make a healthy change by positively challenging society's view of nutrition and continually creating new concepts and products to support healthy eating.*

**Elena Weber**  
Founder & Managing Director



Awarded 2014 with "Best Emerging Brand" and 2015 as "Best Franchise Brand" (MENAFA) Icons is constantly focused on enhancing the experience of customers and taking the health movement further as a refreshing and outstanding brand.

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# WHY CHOOSE OUR PRODUCTS?

Icons Coffee Couture stands for unique, high quality products, focused on health enriching factors.

## EXCLUSIVE COFFEE COUTURE

Icons elucidates its quality principles through 100% organic and fair-trade sourced coffee beans, roasted carefully in an especially created long-term roasting process on lower temperature for the perfect and unforgettable Icons aroma.

## ORGANIC TEAS

Our loose organic tea selection does not feature any artificial chemical substances, which adds the daily cup of tea an even healthier and more enjoyable factor. Being simultaneously rich in aroma and flavor as well as in harmony with nature.

## GUILT-FREE PASTRIES

Icons cakes and pastries are free of any artificial sugar and in addition providing vegan and gluten free characteristics. A variety of delicious and guilt free desserts with no compromise in taste stand for Icons most popular signature products.

## NATURALLY SWEETENED ICE CREAM

Icons ice cream selection sticks out through its intensively delicious taste without the addition of any sugar. Convincing either as a topping to desserts or as a stand-alone in one of Icons various flavor creations.



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# WHY ORGANIC?



## **In harmony with Nature**

Organic farmers promoting the sustainability of the environment

## **Bio-diversity**

Organic farmers plant many more species of fruits and vegetables

## **GM-free**

Genetic engineering is not permitted in organic food

## **Supporting small farms**

Small family run operations can assure quality and freshness

## **Optimum health**

Avoid an overload with toxins, which damage our immune system

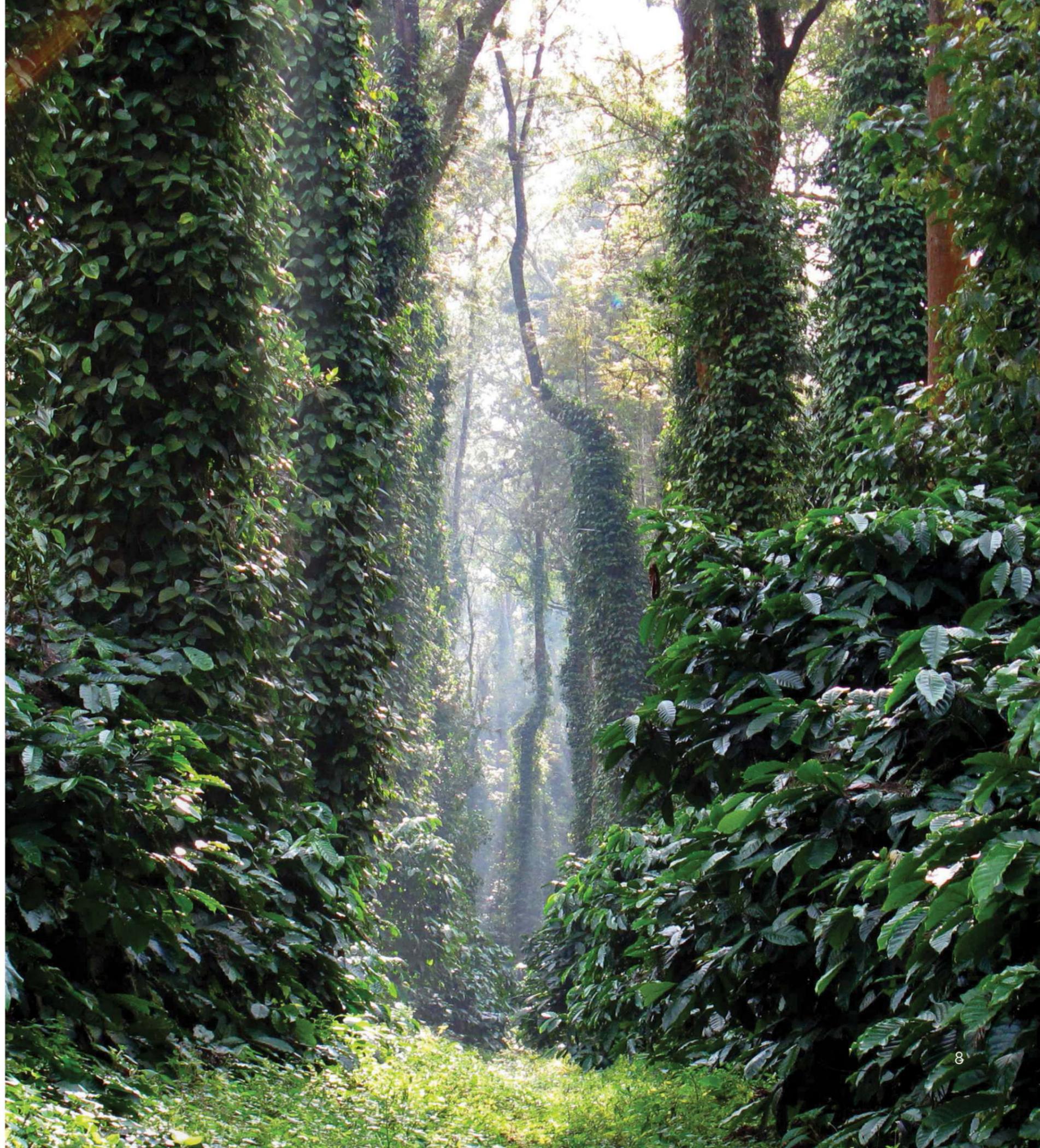
## **Organic production**

50% more vitamins, minerals, enzymes and other micro-nutrients

## **Protecting our future generations**

Provides the goodness and nutrition that their growing bodies need to develop optimal mental and physical performance

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# COFFEE COLLECTION

Product Presentation



ICONS®



Roasted in Germany  
**ESPRESSO  
BRAZIL**

Icons® Espresso Brazil is a strong and temperament full blend, which assures that the Café taste is not fading in combination with Milk to galvanize you into action in the morning.

**WHOLE BEAN  
500G**



Roasted in Germany  
**FILTER CAFÉ  
CREMA**

Icons® Filter Café Crema is an aromatic blend with a fine strong aroma and spicy mocha note, which takes you back to the German origins of café crema.

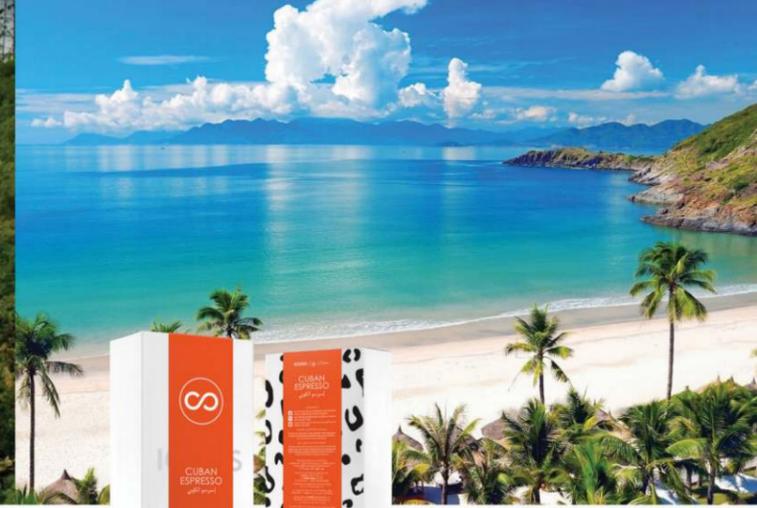
**GROUND COFFEE  
500G**



**ORGANIC  
WHOLE BEAN  
500g**



**JAMAICA  
BLUE**



**CUBAN  
ESPRESSO**



**COLOMBIA  
SUPREMO**



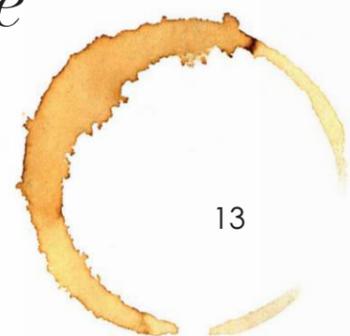
**HAWAII  
KONA**



**WINTER  
COFFEE**

ICONS®

*Simply enjoy  
life and the  
great pleasures  
that come  
with it*



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## TURKISH COFFEE

Icons Turkish coffee is representing a traditional beverage according to its unique brewing method. The roasted coffee beans are being ground to a very fine powder - the perfect base for a rich foam, which is dominant in the indication of quality for Turkish Coffee.

Being widely popular for its roasted, slightly spicy as well as its bitterish note, Icons Turkish Coffee resembles in addition sour, woody and lovingly sweet characteristics.



**ENGLISH BREAKFAST**  
25 x e 2g

**EARL GRAY**  
25 x e 2g



**MOROCCAN MINT**  
25 x e 2g

**GREEN TEA**  
25 x e 2g

*Extremely*  
good with...



**LEMON TEA**  
25 x e 2g

CLASSIC  
*tea*  
COLLECTION

ICONS

# ORGANIC TEAS



## ORGANIC EARL GREY

Icons 100 % organic, whole leaf, premium specialty tea is bringing great quality tea to every single tea lover. Offering a product that in its superior taste, flavor and aroma, as well as unique sustainability, matches the positive image we wish our brand to project.

Icons Earl Grey contains along with its essential oil of bergamot a moderate amount of caffeine, which enables the tea to have tonic as well as stimulating properties for the central nervous system.

## ORGANIC GREEN TEA

Icons Organic Green Tea is 100% organic pure Ceylon. Green tea is noted for its fresh flavor and in addition known to be among the healthiest beverages, as it is loaded with antioxidants and may nutrients that have powerful effects on our bodies. This furthermore includes improved brain function, fat loss, a lower risk of cancer and many other incredible benefits.

Icons' whole leaf Green Tea is not only high in quality, but also full of aromatic and intense flavor.

# Skinnny Cake

COLLECTION



## MACADAMIA BROWNIE

**Stevia:** Aid in weight loss, can lower blood pressure, helps to control diabetes, prevents forms of cancer and maintains oral health.

**Dark Chocolate:** Protection from free radicals as well as cancer prevention. Commit to better cognitive function and controls blood pressure

**Macadamias:** Rich source of Vitamin A, iron, protein, thiamin as well as numerous antioxidants, known as polyphenols, Amino acids, flavones and selenium.



- ∞ Egg
- ∞ Stevia
- ∞ Macadamia
- ∞ Sugar Free Milk Chocolate
- ∞ Sugar Free Dark Chocolate

## CINNAMON CHEESECAKE

**Fresh lemon:** Super food! Fights against infections, contains antioxidants and gives a glow to the skin.

**Eggs:** Rich in Vitamins, zinc and calcium, rich source of healthy cholesterol, contain Lutein and Antioxidants that provide several benefits.

**Cinnamon:** Can lower blood sugar, acts as a natural food preservative and has a major capacity of decreasing mental frustration whilst increasing memory power.



- ∞ Egg
- ∞ Stevia
- ∞ Vanilla
- ∞ Lemon Juice
- ∞ Cream Cheese
- ∞ Cinnamon

## CARROT CREAM

**Carrots:** Great source of Vitamin A and fiber, rich in antioxidants, along with anti-cancer benefits.

**Hazelnuts:** Contain various mono- unsaturated fatty acids and essential fatty acids, as well as Vitamin E, protein and fiber.

**Vanilla:** Contains vitamins and minerals, antioxidants, serves as a helpful cognitive enhancing agent, impacts mental health, minimizes hunger and relieves from stress factors.



- ∞ Egg
- ∞ Stevia
- ∞ Vanilla Bean
- ∞ Fresh Carrots
- ∞ Cream Cheese
- ∞ Orange Zest

## GERMAN APPLE CRUMBLE

**Apple:** This super fruit will keep your teeth white and shiny, reduces cholesterol, protects from diabetes and Parkinson's. Apples have the potential to avoid Alzheimer.

**Eggs:** Rich in Vitamins, zinc and calcium, contains positive cholesterol, Lutein and Zeaxanthin along with Antioxidants that have major benefits for eye health.

**Cinnamon:** Can lower blood sugar, acts as a natural food preservative, and is able to decrease frustration and increase memory power.



- ∞ Egg
- ∞ Stevia
- ∞ Vanilla
- ∞ Cream Cheese
- ∞ Fresh Lemon

## MATCHA CHEESECAKE

**Matcha:** Rich in antioxidants and enhancing calmness. Matcha boosts energy levels and endurance and has a positive effect on memory and concentration.

**Vanilla:** Not only delicious in desserts but also capable of reducing inflammation in our bodies as well as improving mental health.

**Stevia:** Includes the ability to aid in weight reduction, can regulate blood pressure, and effectively control diabetes. Additionally, prevents forms of cancer and maintains oral health.



- ∞ Egg
- ∞ Butter
- ∞ Stevia
- ∞ Fresh Apples
- ∞ Cinnamon
- ∞ Baking Powder

## CHEESECAKE

**Lemon:** Super food! Fights against infections, antioxidants, gives a glow to the skin.

**Eggs:** Rich in Vitamins, zinc and calcium, balance cholesterol, contain Lutein and Zeaxanthin, contain antioxidants that have major benefits for eye health.

**Stevia:** Includes the ability to aid in weight reduction, can lower blood pressure, effectively helps to control diabetes, prevents forms of cancer and maintains oral health.



- ∞ Egg
- ∞ Stevia
- ∞ Almonds
- ∞ Matcha
- ∞ Vanilla
- ∞ Cream Cheese

## LEMON COCONUT

**Coconut:** Contains several health benefits, as having a purifying effect on the skin, hair and muscles. Furthermore Coconut is a rich source of potassium, magnesium and medium chain fatty acids.

**Lemon:** Important source of Vitamin C, which has a major hydrating factor. Lemon aids digestion, prevents kidney stones and supports weight loss.

**Rose:** Keeps the skin young and healthy, strengthens the immune system and maintains digestive track health.



- ∞ Egg
- ∞ Stevia
- ∞ Vanilla
- ∞ Lemon Juice
- ∞ Cream Cheese
- ∞ Cinnamon

## CHOCOLATE CAKE

**Dark Chocolate:** Protection from free radicals as well as cancer prevention. Commit to better cognitive function and controls blood pressure

**Cocoa Butter:** Fights signs of aging and prevents the skin from dryness and peeling. It soothes infections and also improves heart health.

**Almond:** Full of healthy fats, protein and Vitamin E. They help to lower blood sugar levels and blood pressure. They can also reduce hunger and improve weight loss.



- ∞ Dark Chocolate
- ∞ Stevia
- ∞ Baking Soda
- ∞ Cocoa Powder
- ∞ Sunflower Oil
- ∞ Vanilla

## VEGAN CHOCOLATE CAKE

- ✓ Rich in flavor and nutrition
- ✓ Helps reduce weight excess
- ✓ Lowers blood sugar level
- ✓ Improves kidney function
- ✓ Lowers risk of heart disease
- ✓ Potential pain reducer

Icons' vegan chocolate cake is free of any refined sugar, gluten and nuts. Only the finest Belgian chocolate is used for turning this cake into a dessert experience for every chocolate lover.

# ICONS' *Skiny* Cake COLLECTION



ICONS® *make life remarkable*

## ORIGINAL

- ∞ Vanilla
- ∞ Baking Soda
- ∞ Stevia
- ∞ Flour
- ∞ Butter
- ∞ SF Milk Chocolate



## ALMOND DATES

- ∞ Stevia
- ∞ Dates
- ∞ Egg
- ∞ Almonds
- ∞ Butter
- ∞ Vanilla



## OREO

- ∞ Stevia
- ∞ SF Milk Chocolate
- ∞ Egg
- ∞ Baking Soda
- ∞ Butter
- ∞ Cocoa Powder



meeticons.com

# COOKIE Cakes

ICONS Coffee Cout  
icons coffee couture



# ICE CREAM

## Flavours

Our homemade Ice Creams  
in exciting combinations

**COMPLETELY  
FREE OF  
SUGAR!**

### Sweetened with Dates

- Dark Chocolate
- Dates Cream
- Caramel Pecan

### Sweetened with Agave

- Strawberry Sorbet
- Mango Sorbet
- Lemon Mint Sorbet
- Vanilla Cream
- Strawberry Ice Cream
- Coconut Ice Cream
- Cookie and Cream  
Made with Original Cookie Cake



## PRODUCT OVERVIEW

Icons Coffee Collection	Storage Condition	Best before	Unit	Price (AED)
Espresso Organic	DRY	2 Years	500g	68.25 (incl. VAT)
Espresso Brazil	DRY	2 Years	500g	40.95 (incl. VAT)
Filter Café Crema	DRY	2 Years	500g	40.95 (incl. VAT)
Turkish Coffee	DRY	2 Years	250g	26.25 (incl. VAT)

Tea Collection	Storage Condition	Best before	Unit	Price (AED)
Organic Earl Grey	DRY	2 Years	250g	133.35 (incl. VAT)
Organic Green Tea	DRY	2 Years	250g	154.35 (incl. VAT)
English Breakfast Tea	DRY	2 Years	25pcs x 2g	10.45 (incl. VAT)
Earl Grey	DRY	2 Years	25pcs x 2g	10.45 (incl. VAT)
Green Tea	DRY	2 Years	25pcs x 2g	10.45 (incl. VAT)

Cookie Cake Collection	Storage Condition	Best before	Unit	Price (AED)
Original Cookie Cake	FROZEN	9 Months	50 x 90g	366.3
Oreo Cookie Cake	FROZEN	9 Months	50 x 90g	387.8
Almond Dates Cookie Cake	FROZEN	9 Months	24 x 88g	165.5

Skinny Cake Collection	Storage Condition	Best before	Unit	Price (AED)
Chocolate Cake	FROZEN	9 Months	24 x 68g	176.2
Vegan Choc. Cake	FROZEN	9 Months	24 x 93g	165
Macadamia Brownie	FROZEN	9 Months	45 x 70g	519.8
Cinnamon Cheesecake	FROZEN	9 Months	24 x 95g	138.6
Carrot Cream	FROZEN	9 Months	24 x 67g	138.6
Hazelnut Beetroot	FROZEN	9 Months	24 x 72g	188.1
Cheesecake	FROZEN	9 Months	24 x 95g	192.1
German Apple Crumble	FROZEN	9 Months	24 x 85g	123.8
Lemon Coconut	FROZEN	9 Months	24 x 83g	204.6
Matcha Cheesecake	FROZEN	9 Months	24 x 92g	255.8

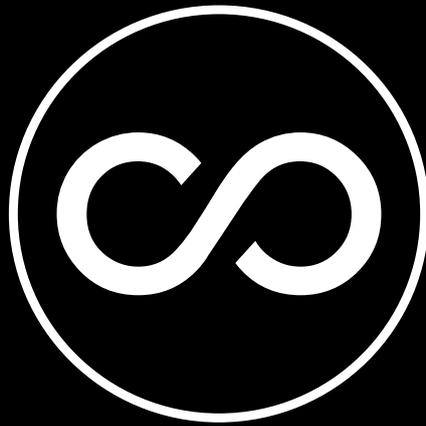
Ice Cream Collection	Storage Condition	Best before	Unit	Price (AED)
Vanilla Ice Cream	FROZEN	9 Months	2.4l / 4.8l	63.5 / 127
Dark Chocolate Ice Cream	FROZEN	9 Months	2.4l / 4.8l	66 / 132
Dates Ice Cream	FROZEN	9 Months	2.4l / 4.8l	59.4 / 118.8
Caramel Ice Cream	FROZEN	9 Months	2.4l / 4.8l	79.2 / 158.4
Strawberry Sorbet	FROZEN	9 Months	2.4l / 4.8l	70.1 / 140.2
Coconut Ice Cream	FROZEN	9 Months	2.4l / 4.8l	74.25 / 148.5
Lemon Fresh Mint Sorbet	FROZEN	9 Months	2.4l / 4.8l	82.5 / 165
Cookies and Cream Ice Cream	FROZEN	9 Months	2.4l / 4.8l	90.7 / 181.4
Mango Sorbet	FROZEN	9 Months	2.4l / 4.8l	136.1 / 272.2

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# Make Life Remarkable



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# PRODUCT MANUAL

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