

OF ICE CREAM

MUSEUM OF
ICE CREAM





[CLICK TO PLAY VIDEO](#)

AT MUSEUM OF ICE CREAM, OUR MISSION IS

TO UNITE & INSPIRE

THE WORLD

THROUGH **IMAGINATION**

FAST COMPANY



MUSEUM OF ICE CREAM IS RETURNING TO NEW YORK CITY WITH A PERMANENT LOCATION

The Museum of Ice Cream, which opened its first pop-up experience in New York City three years ago, is announcing today that it is returning to the city with a permanent installation this fall.

[READ MORE HERE](#)

Forbes



MEET FIGURE8, THE NEW COMPANY LAUNCHED BY MUSEUM OF ICE CREAM'S FOUNDERS

Venture investors are valuing the company behind the Museum of Ice Cream at \$200 million in a bet that the frozen dessert-themed attraction can expand further into branded food products—and a new theme beyond ice cream.

[READ MORE HERE](#)

THE WALL STREET JOURNAL



MUSEUM OF ICE CREAM VALUED AT \$200 MILLION

The startup, incorporated as Figure8 Inc., said it has raised \$40 million led by consumer-focused investment firms firm Elizabeth Street Ventures and Maywic Select Investment. OCV Partners also participated.

[READ MORE HERE](#)

Intelligencer



THE MILLENNIAL WALT DISNEY

Maryellis Bunn has a plan for all the storefronts technology left empty: Fill them with fantasy play spaces that look great on Instagram.

[READ MORE HERE](#)

POWER OF OUR AUDIENCE

On average, visitors post on **3-4 platforms**.

Record **social engagement by 90%** of our audience.



katyperry



Liked by thefatjewish, dixieandtwine and 540,173 others
katyperry Might have to go to the dr tomorrow and have sprinkles pulled out of my ear holes. Will update you tomorrow 🙄🙄🙄 @museumoficecream #extra
View all 9,819 comments



laurenmlerogen MUSEUM OF ICE CREAM



Liked by manishmas and 1,043 others
laurenmlerogen Went for a sprinkle swim with my two best guys at the incredible, amazing and delicious @museumoficecream in LA!
View all 21 comments



wizhalifa

291,631 likes
wizhalifa Had a blast wit this dude. #cooldude #tgod
View all 648 comments
yosulz Lmao



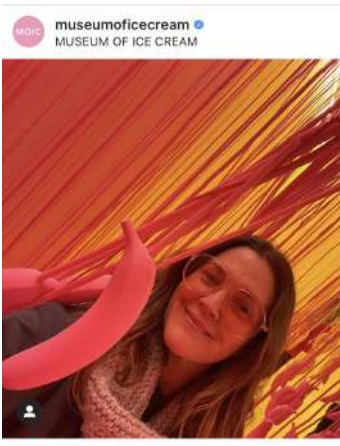
gwynethpaltrow

1,362,505 views - Liked by shjoy and jellwin
gwynethpaltrow Got Apple's birthday/Mother's Day EVER at the @museumoficecream 🍏🍏🍏 @autumncomen SO FUN #goopgo #dtls



beyonce

Liked by shupbando, ohjoy and 2,025,741 others
View all 7,419 comments



museumoficecream MUSEUM OF ICE CREAM

Liked by zoesburke and others
museumoficecream Her ice cream name is Drew Berrymore... what's yours? 🍌 #MOICNYC #AnythingIsPossible



kourtneykardash

Liked by madison.utendahl, simonebiles and 826,573 others
kourtneykardash swimming in sprinkles 🍌
View all 3,244 comments
mkelker Amazing! Dying to go!



barbiestyle MUSEUM OF ICE CREAM



Liked by in_high_spirits_inc, maryellis.bunn and 35,934 others
barbiestyle Who screams for ice cream?! Such a treat visiting the @museumoficecream, swipe to see highlights, including my dip in the #sprinklepool 🍌



museumoficecream

Liked by zoesburke and others
museumoficecream Hey upper east siders. Spotted: S heading uptown at #MOICNYC stop. Xoxo GG



IMPACT ON OUR PARTNERS

We take great care in integrating all brand partners throughout our experience, ensuring that 100% of our fans genuinely engage with your product on-site.



MOIC ATTRACTS 750,000 annual visitors per location



ANCHOR ATTRACTION

- 500k ticketed + 250k retail guests in NYC per year
- Averaged 30-45k paid tickets per month across 5 locations since 2016
- 100M media impressions at launch (avg of first 5 locations)
- Regional Guests: 75+ mile area;
- Int'l: 80+ Countries
- Proven history of increasing revenue 50-100% for surrounding retail + F&B (Arts District, LA)



RADICAL DEPARTURE FROM EXISTING ATTRACTIONS

- Average duration in experience is 1.15h
- Millennial and Gen-Z audiences are looking for shorter social experiences; MOIC combines theater, art, ice cream and joy into a unique bundle that will be different from any theater, pop-up, projection experience etc. that has been seen in Japan



ATTRACTING THE NEXT GENERATION

- 75% Female Demographic
- 75% between the ages of 18-45
- Top Fans visit 3-4x per year
- Seasonal Shows, Programming and Events
- Drawing Celebrities, Influencers and global business leaders

THE “Museum of Ice Cream” of... THE GLOBAL MODEL FOR LOCATION BASED EXPERIENCES

Museum of Ice Cream is the leading creator of experiential entertainment and retail; seen close to 2M visitors across 8 permanent and pop-up museums since 2016.

Museum of Ice Cream (MOIC) transforms concepts and dreams into spaces that provoke imagination and creativity. MOIC is designed to be a culturally inclusive environment and community, inspiring human connection through the universal power of ice cream.

We believe in creating beautiful and shareable environments that foster IRL interaction and URL connections, providing fun, multi-sensorial expressions of ice cream that cater to the appetites of our generation.

2021

**NYC
AUSTIN
SINGAPORE
JAPAN**

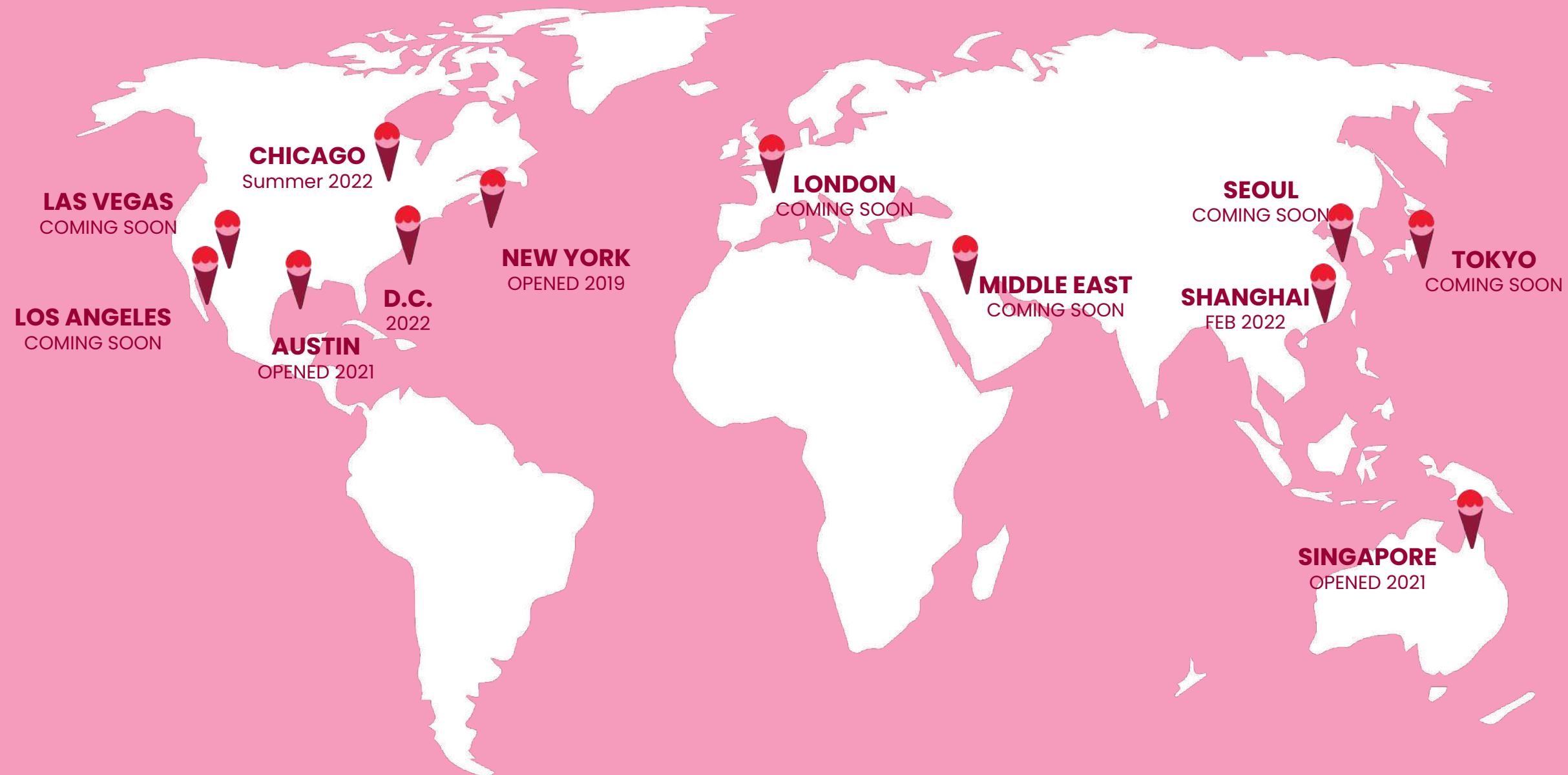
2022

**CHICAGO
DC
LA
SHANGHAI**



EXPANSION PLANS

DOMESTIC & INTERNATIONAL GROWTH OPPORTUNITIES... MORE CITIES TO COME



GLOBAL REACH – TOP 10 MOST SOCIAL MEDIA MUSEUM GLOBALLY

–Smithsonian

GUEST
COUNT
2M+

Total visitorship
across MOIC
locations as of
2021

SOCIAL
AMPLIFICATION
500M+

Organic reach of
visitor social

MEDIA
REACH
1B+

15K+ Articles +
Television

DIGITAL
FOLLOWING
1M+

Engaged
followers across
all platforms

FEMALE
DEMOGRAPHIC
70%

Female
millennials and
young mothers

GLOBAL
REACH
80+

Countries
represented
among
attendees



A TRULY JOYFUL IMPACT

PARTNERED WITH

100+

Non-profit organizations from around the world

DELIVERED

8K+

Free ice cream classes to kids in >54 Californian cities in partnership with RCM During COvid

GAVE OUT

10K+

Free scoops + tickets to first responders on site at hospitals in NYC + SF

HOSTED

KOTY

TIME x Nickelodeons Kid of The Year (KOTY) in MOIC with Trevor Noah



MUSEUM OF ICE CREAM
Singapore

“FRONT PAGE news on ALL national broadsheets, TOP 2 TRENDS on Google Singapore, >3 international & regional media coverage and achieved \$6.6M in Earned Media Value”

PIECES OF COVERAGE

369+

Total no. of features across all platforms

BROADCAST & PRINT

4+

Across national broadsheets, radio and TV stations

ONLINE COVERAGE

46+

No. of online articles written

SOCIAL MENTIONS

308+

No. of mentions on social platforms

REACH

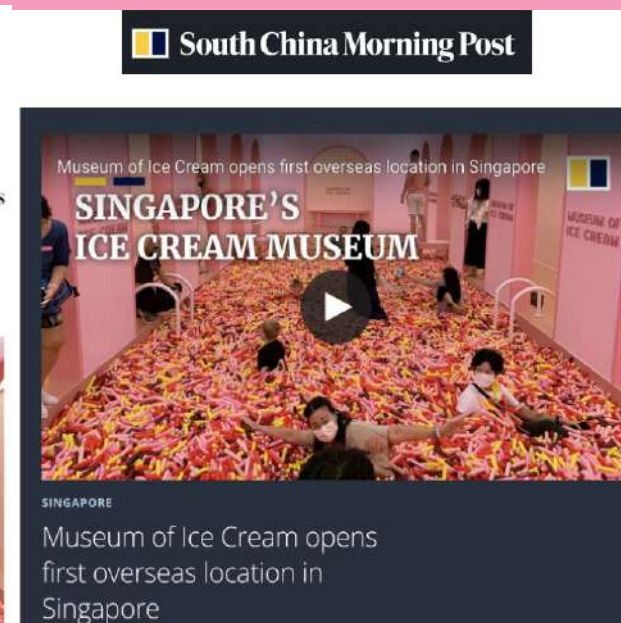
443M+

No. of people reached

IMPRESSIONS

1.3B+

No. of times content is seen



MUSEUM OF ICE CREAM
Austin

“NATIONAL, REGIONAL and ALL AUSTIN outlets covered the opening, welcomed 13,000 guests within the first 2 weeks”

PIECES OF COVERAGE

135+

Total no. of features across all platforms

BROADCAST & PRINT

60+

Across national broadsheets, radio and TV stations

ONLINE COVERAGE

75+

No. of online articles written

SOCIAL MENTIONS

115+

No. of mentions on social platforms

REACH

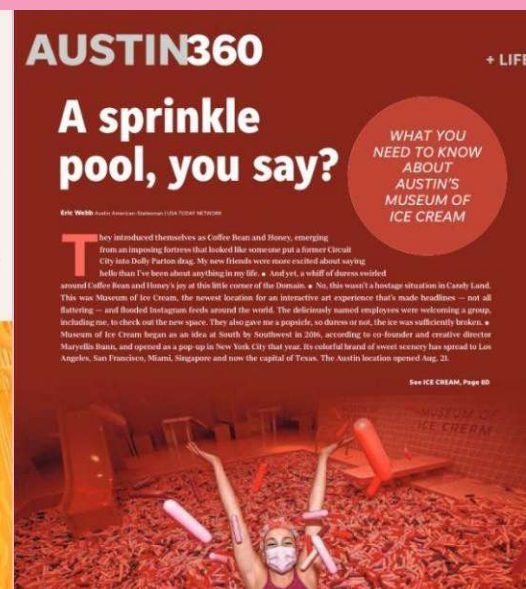
120M+

No. of people reached

IMPRESSIONS

360M+

No. of times content is seen



MUSEUM OF ICE CREAM Chicago

“5,500 WAITLIST for tickets since announcement. CITYWIDE COVERAGE across online, broadcast and print publications”

**PIECES OF
COVERAGE**

36+

*Total no. of
features across
all platforms*

**BROADCAST &
PRINT**

16+

*Across national
broadsheets, radio
and TV stations*

**ONLINE
COVERAGE**

20+

*No. of online
articles
written*

**SOCIAL
MENTIONS**

7+

*No. of
mentions on
social
platforms*

REACH

4M+

*No. of people
reached*

IMPRESSIONS

12M+

*No. of times
content is
seen*





“It is the Hamilton of Museums”

JIMMY
Kimmel

“Museum of Ice Cream has reached cult status”

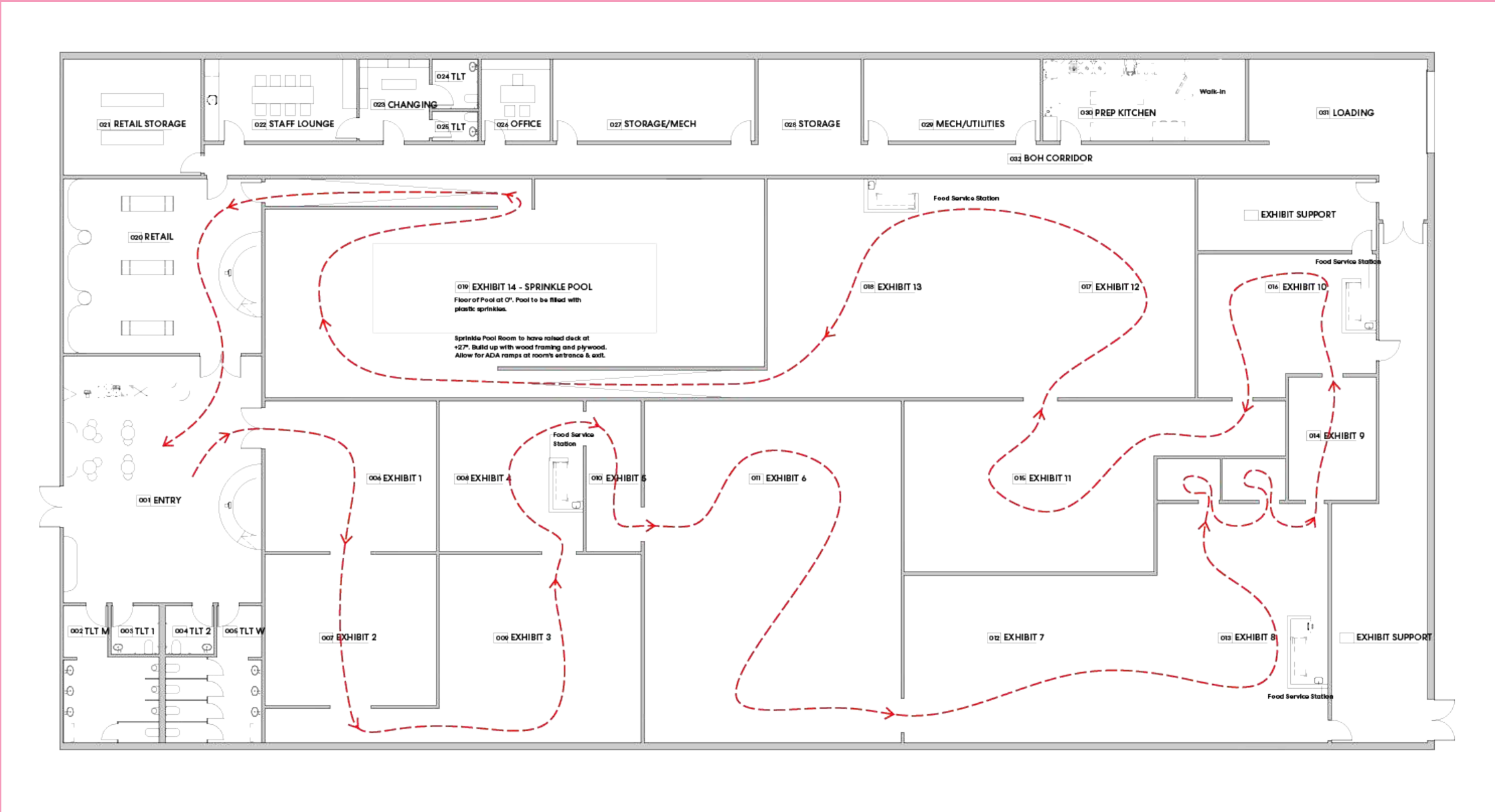
WIRED

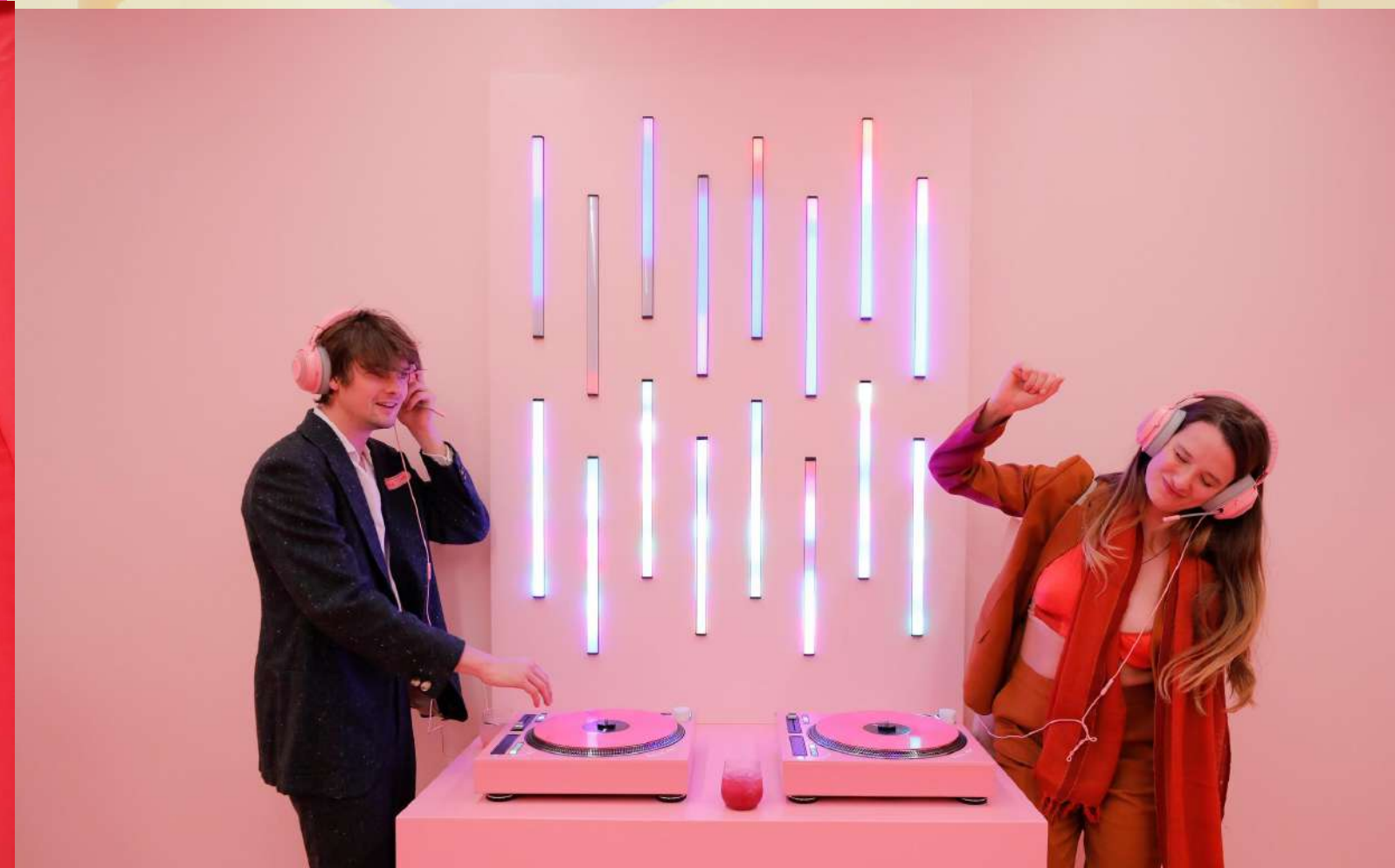
*“The Millennial Walt Disney
NEW YORK”*



MOIC SPACE REQUIREMENTS

12-20k exhibition space | 1K retail/cafe | 2k storage/boh | 10ft+ ceilings with 3k square feet | 14+Ft ceilings | 1-3 floors









ANYTHING IS POSSIBLE

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