



**Ice Angels Testimonials  
& Case Studies  
brochure**



## CASE STUDY:

Johnny Cocktail bars and events

Client: Johnny Cocktail bar and events

Industry: corporate and hospitality events

Product or service: dry ice and shot glasses

### Why did they come to us:

- They wanted to offer their clients a premium experience
- No sales service

### How did we help?

- We sold them dry ice and shot glasses so they could increase their sales.
- Increased social media marketing and customer interaction online.

### Results:

- From one social media post they received 18 event bookings asking for dry ice shots at their event.
- we turned one 5kg box of dry ice costing £4199 into £18,000 worth of revenue in event bookings.



## Testimonials:

"We've worked with Jodie from My Dry Ice for many years and can't recommend them enough. As a bar owner, you need to ensure that the people you work with are safe, reliable and trustworthy, and that's something we get from Jodie and her team. The customers love the dry ice shots, creating an additional wow factor and generating noticeable additional sales for the venue. I can't recommend them enough."

Rob Binns Managing Director Glovers Bar and Cotton Court

## CASE STUDY

NAME OF THE VENUE	AVERAGE SALES /NIGHT	PRICE/SALE
Baluga Preston nightclub	100	£5
The Cannon Run car rally	72	£10
Kilties bar Ibiza	100	£5
Review nightclub	205	£4
Private Parties	120	£15



## Case Study:

### Baluga bar & Club

Client name: Baluga bar and club Preston

Industry: Hospitality bar/nightclub

Product or service: Dry ice shot sales service

### Why they came to us:

- They are looking for ways to add additional value to their clients.
- Baluga had no additional sales staff within the venue who could upsell and interact with customers.
- They are looking to use dry ice within their bar however unsure how it should be used.

### What we did at Baluga :

- We built a rapport with customers by chatting and interacting with them.
- We offer table and bottle service to customers, so they know they have the option to have waitress service elevating ambiance and the customer experience.
- Maintained high standards of health and safety within the venue.
- Sold dry ice shots to increase the revenue of the bar.
- Created dry ice photo opportunities for the bar to use on social media such as dry ice trees/towers/cocktails /shots.

### The results:

- We Increased the bars revenue and social media presence.
- Sold to on average 1 in 4 clients within the venue seeing an increase in 25% in sales.
- Generated happy returning customers to the venue.
- Selling an average of 100 units per night.

