



THE BUSINESS OF HEALTHY INDULGENCE





Brunel
UNIVERSITY
WEST LONDON

The Protein Category is forecasted to grow by 28% in the next 4 years

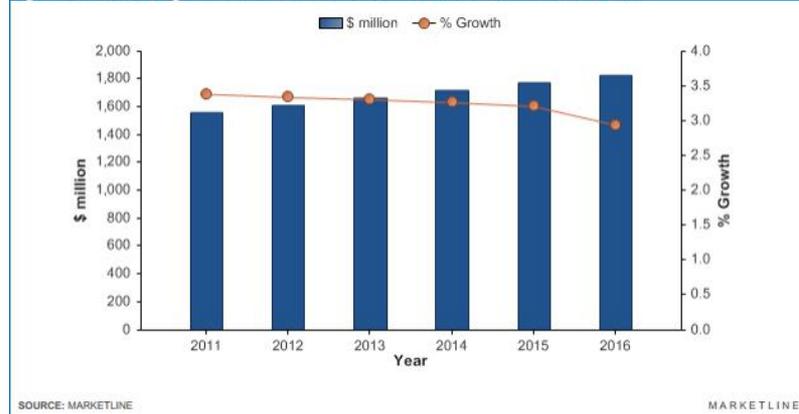
+28%

£ MILLION	2013	2014	2015	2016	2017	2018
Total Protein Products	197.4	224.1	249.7	275.1	294.7	313.4
Protein Bars	49.8	58.6	67.5	77.1	84	90.2
Powder	124.3	137.4	148.7	158.3	164.9	170.5
RTD	19.9	24.1	28.6	33.6	38.7	44.3
Other Protein	3.4	4.1	5	6	7.1	8.4

The ability of producers to break into mass channels will be key to expanding sports nutrition's reach. In the Category's five largest European markets (UK No.1), less than 25% of sales occur in prominent food channels (Euromonitor International 2012)



Figure 7: United Kingdom ice cream market value forecast: \$ million, 2011–16



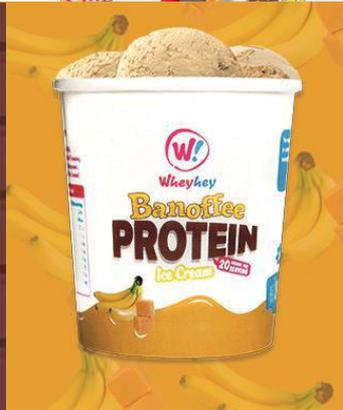
Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources



The Range

Chocolate, Strawberry, Vanilla & Banoffee (150ml and 500ml)

- ✓ Packed with Whey Protein Isolate
- ✓ No Sugar
- ✓ Low in fat and calories
- ✓ All Natural
- ✓ Gluten Free
- ✓ Diabetic friendly



What's in it?



Protein (g)	5	7	5	20
Sugar (g)	28	31	10	0
Fat (g)	18	25	6	7
Sat Fat (g)	13	15	5	3
Total Carbs (g)	33	34	12	7
Calories	318	397	124	154



WHY CHOOSE ME?

- FOR CHOOSING ME, I'VE GOT SEVERAL ADVANTAGES OVER OTHER BRANDS:
- 1. I'M MADE FROM 100% RECYCLED MATERIALS.
 - 2. I'M EASY TO USE.
 - 3. I'M DURABLE & LONG-LASTING.
 - 4. I'M AVAILABLE IN A WIDE RANGE OF SIZES.
 - 5. I'M AVAILABLE IN A WIDE RANGE OF COLORS.
 - 6. I'M AVAILABLE IN A WIDE RANGE OF FLAVORS.



WHY MEY
THE ORIGINAL 100% RECYCLED









Fastest
Melting
Ice Cream

W! WHEYHEY
W! WHEYHEY
W! WHEYHEY
W! WHEYHEY

30% OF WHEY PROTEIN ISOLATE
LOW FAT
100% NATURAL
NATURALLY SWEETENED

- NATURALLY COLOURED
- NATURALLY FLAVOURED
- GLUTEN FREE

W! WHEYHEY
FOR HEALTHY ICE CREAM

www.wheyhey.co.uk
WWW.WHEYHEYSICECREAM.COM

SUGAR FREE

D G055235

0609722885676
D G055234 P 6 £5.00



WHEYHEY Vanilla Protein Ice Cr
150ml
£2.50

0609722909143
D G055228 P 1

WHEYHEY Choco Protein Ice Crea
150ml
£2.50

0609722909167
D G055229 P 1







Meet some of the Team!





NO ARTIFICIAL SWEETENERS!

ALL NATURAL!

GLUTEN FREE

SAY NO! TO SUGAR

WHEY PROTEIN ISOLATE

A few of our other Ambassadors...Including the 'Wheyhayemaker' ;)









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Class of 2016: Meet the most exciting entrepreneurs in London right now

As the country's economic engine and innovation hotbed, there is no shortage of disruptive, entrepreneurial sparks beavering away on the next big thing in London.

From FinTech and PropTech to startups and incubators, the capital is teeming with brilliant new business ideas, and not a day goes by that we don't catch wind of yet another startup with a mind-blowing idea that we wish we'd come up with here at Bdaily.

With this in mind, we've decided to round up the most exciting entrepreneurs that we have covered here at Bdaily London in the first half of 2016.

So without further ado, here's a bunch of entrepreneurial London folk who you should be keeping a close eye on in the second half of the year.

Damien Kennedy and Greg Duggan, Wheyhey

THE IRISH TIMES
EBC & NTDI
Exporting for Growth

My first export steps: Whey to go global



Ice cream maker **Wheyhey** started out making high-protein treats in a south London flat. Now the world wants a scoop.

It was on a trip back to his native Cork that entrepreneur Damien Kennedy had the idea for his ice cream business. "I was visiting my mum and she was eating a frozen yoghurt, thinking it was healthier because it said 'low in fat and calories' on the packet, not realising it was riddled with sugar," he explains. Kennedy and co-

Business success of Wheyhey ice cream hailed

23 October 2016, 12:23

By Greg Duggan

The Dublin native of Wheyhey, a high-protein, low-sugar and healthy confection, was named Cork Entrepreneur of the Year in 2015.



HIGH POTENTIAL BUSINESS AWARDS

2016 AWARD CATEGORIES

START-UP OF THE YEAR

Highly commended: **MyCognition**

Winner: **Wheyhey**

This category is open to any start-up business with an annual turnover of up to £2m and a staff of up to 10 employees. The awards recognises businesses that in the past 12 months have demonstrated fast growth, with a coherent and sustainable strategy in achieving it.

SHORTLIST

Wheyhey
Ice cream so healthy even supermodels give it a big lick

Wheyhey got a boost in sales when model David Gandy tried it. Lactitol is a natural sweetener that is actually good for you. And this year Wheyhey has been chosen by Food Trucks, an event attended by Jack Black, as "most innovative" after it said Wheyhey delivered worthy innovations:

the manufacturing process, a low-carbon natural sweetener lactitol, which is actually good for you. And this year Wheyhey has been chosen by Food Trucks, an event attended by Jack Black, as "most innovative" after it said Wheyhey delivered worthy innovations:

another name of the food industry's greatest challenges "from processed food additives, the use of the heaviest case-sealed food containers and the search for new food sources".

30 | The Grocer | 29 March 2016

Wheyhey Doubles Distribution with Musgrave Group

MUSGRAVE Group is doubling its distribution of award winning, sugar free ice cream brand.

Wheyhey, across stores in both the Republic of Ireland and Northern Ireland. "Wheyhey has exceeded its original targets set by Musgrave Group and as a result, they have doubled their order and supermarket space for Wheyhey. Musgrave Group were early adopters of Wheyhey, and it is a pleasure to have this partnership continue as our businesses thrive," enthused Damien Kennedy, co-founder of Wheyhey, pictured with fellow co-founder, Greg Duggan. Wheyhey was established in 2013 and is a high protein and sugar free ice cream, designed to provide a healthy snacking alternative. It is an all natural protein ice cream, which is made from whey, a high protein product from the cheese making process. The formula contains xylitol, which is a natural sweetener that does not impact blood sugar levels.



AWARD FOR INNOVATION



The winners of the High Potential Business Awards include:

Highly commended: **MyCognition**

Winner: **Wheyhey**

NAME OF THE YEAR

Highly commended: **Topical**

Winner: **Stiva & Dima**

MID-MARKET COMPANY OF THE YEAR

Winner: **Global Post**

FAST-GROWTH CHAMPION OF THE YEAR

Winner: **Wishcreek**

ACCOUNTANCY FIRM OF THE YEAR

Winner: **Clavel Cash Watch**

BROKER OF THE YEAR

Winner: **Equity**

CORPORATE FINANCE BROUQUE OF THE YEAR

Winner: **Coravel Corporate Finance**

LAW FIRM OF THE YEAR

Winner: **Sevel Pointe Equity**

PRIVATE EQUITY HOUSE OF THE YEAR

Winner: **Shane Cohen Partners**

FINANCE PROVIDER OF THE YEAR

Winner: **Clavel & Taborer Bank**

microwpUBLIC BUSINESS DISCOVERY CAREERS LIFE VIDEO MARK

Two Irish start-ups to join THRIVE agritech accelerator in California

by John Kennedy

03 JUL 2016 10:16 AM GMT



Two Irish start-ups, Wheyhey and Mig Gro, are among 12 start-ups selected to take part in the THRIVE agritech accelerator that will take place in Soledad, California.

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Virgin PIONEERS

ABOUT

Learn more about why Virgin Media Pioneers helps, what being a Pioneer means and why you should be one!

Meet the team

Virgin Media Pioneers is the place to find advice, information and inspiration on every aspect of starting and growing a business, from sales and marketing to exporting and managing employees.



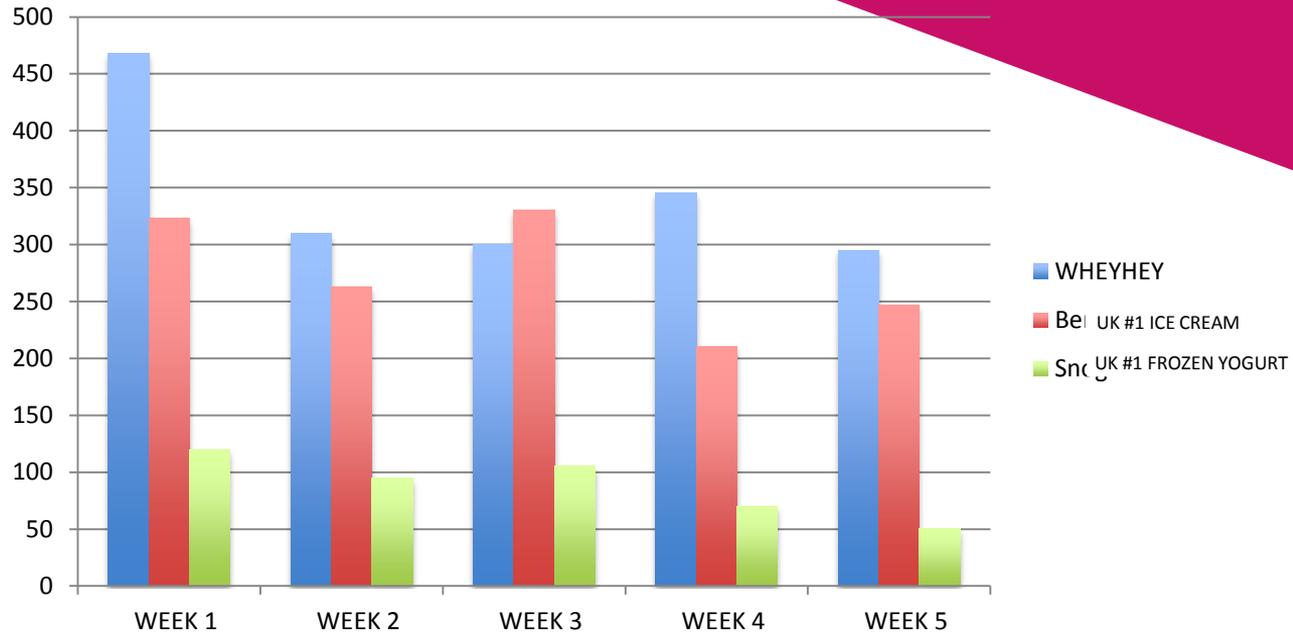


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ODEON
FANATICAL ABOUT FILM

Wheyhey goes head to head with
Ben & Jerry's in its heartland -
The Cinema and **WINS!**





Trailblazers: Whey, wheatgrass and 'zenverages' win Unilever innovation awards



London food-tech start-up makes a mark in the Valley

Healthy ice cream start-up, Wheyhey, is representing the UK in an American food tech accelerator programme in Silicon Valley



Greg Duggan and Damien Kennedy, co-founders of Wheyhey





**THANKS FOR
LISTENING**

