



little MOONS

MOCHI ICE CREAM

X





little MOONS

MOCHI ICE CREAM

building a brand by meeting
the consumer where they are

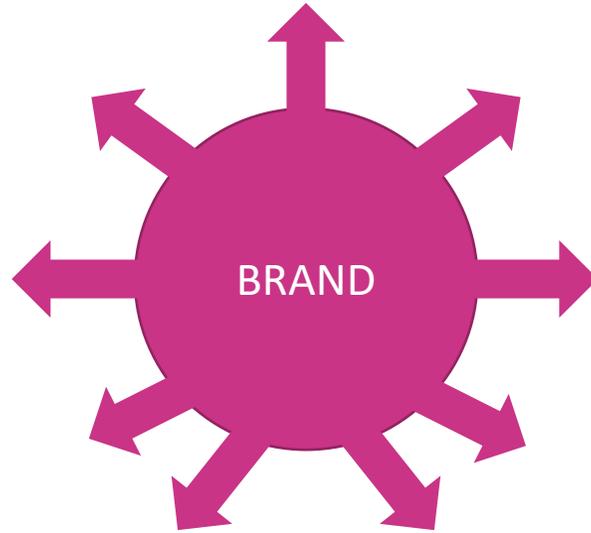


little MOONS

MOCHI ICE CREAM

the case for lighting little fires







34

2

34

2 to 1

2 to 1

36

2 to 1

TOLA'S



“People build brands the way birds build nests. Through the straws and scraps they chance upon.”

Jeremy Bullmore





little MCCNS
ice cream from another world

little MCCNS
MILK ICE CREAM

little MCCNS
MILK ICE CREAM

little MCCNS
MILK ICE CREAM

little MCCNS

RIVERSIDE WALK

TRAVEL POINT



Embassy gardens



ice cream
from
another
world





Little Moons unveil three new limited-edition summer flavours (Image: Little Moons)

NEWS

POLITICS

FOOTBALL

CELEBS

TV

CHOICE

ROYALS

Little Moons launch three limited-edition mochi flavours including fish & chips

This is not an April fools... the Japanese-inspired dessert brand is bringing out three new limited-edition mochi flavours, and one includes fish & chips

ice cream from another world



BIG summer

great taste

little moons

MOCHI ICE CREAM

71 KJ/KCAL CALORIES PER BALL



nutty perfection
HONEY ROASTED PISTACHIO

ARTISAN ICE CREAM WRAPPED IN SOFT RICE DOUGH

6 MOCHI TREATS



WELCOME TO
THE LUNA CINEMA

IN PARTNERSHIP WITH

little
MOOMS



24
hours

ASDA

little moons Refresh

FREE YOUR GUT FROM
GOOD STUFF



Little Moons mania: How the icy sweet treats went from niche novelties to viral favourites

They're British-made, Japanese-inspired and have been around for years. So why is Britain suddenly mad for Little Moons?

By Judith Woods

4 February 2021 • 1:37pm





Little Moons mania: How the icy sweet treats went from niche novelties to viral favourites

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little
MOONS
MOCHI ICE CREAM

behaving like you belong





TikTok



• SOFT MOCHI DOUGH •

• CREAMY GELATO ICE CREAM •

little
MOONS

little
moons
MOCHI ICE CREAM

ice
cream
from
another
World

little
moons





little MOONS

MOCHI ICE CREAM

why is this important?



great taste
little moons
BITE SIZED ADVENTURES
74
beautifully balanced
MATCHA GREEN TEA
SOFT MOCHI & GELATO ICE CREAM 6

great taste
little moons
BITE SIZED ADVENTURES
64
majestic
ALPHONSO MANGO
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majestic



Member Article

Little Moons to double international business by 2024 as it secures distribution in 28 countries

light little fires

+

behave like you belong



little
MOONS
MOCHI ICE CREAM

thank you