



**SLUSH
& SCOOP**

EVERY EVENT IS A TREAT!

NWDC MSME PROFILE | 2026

Experiential events • brand activations • food & beverage • hospitality • kids experiences

PHOKENG • NORTH WEST • SOUTH AFRICA

More than an event supplier. Your complete experience partner.



01 • WHO WE ARE

We don't just serve refreshments. We create experiences.

Slush & Scoop is a proudly South African, women-owned experiential events and activation company based in Phokeng, North West. Established in 2025, the business was born from a desire to turn ordinary event moments into memorable experiences.

**“People may forget what was served...
but they remember how the experience made them**

THE SLUSH & SCOOP FORMULA

F

FLAVOUR

Premium food and beverage stations that look as good as they taste.

★

FUN

Interactive entertainment and colourful experiences that invite participation.

C

CONNECTION

Moments that help guests, families, brands and communities connect.

2025

business
established

10

core part-time
staff

NW

North West roots

1

complete
experience
partner

Six ways to make an event unforgettable.



01 EXPERIENTIAL FOOD & BEVERAGE

Gourmet slushies, frozen beverages, smoothies, dirty sodas, soft serve, gelato, popsicles, popcorn and sweet & savoury catering.



02 BRAND ACTIVATIONS

Custom-branded stations, campaign-inspired flavours, counters, carts, staff presentation, décor and photo moments.



03 KIDS PLAY EXPERIENCES

Jumping castles, slides, water slides, bubble houses, play zones, interactive games and dedicated treat stations.



04 PREMIUM HOSPITALITY

Hospitality marquees, lounges, branded entrances, VIP environments and coordinated guest experiences.



05 EVENT & PARTY RENTALS

Treat carts, counters, furniture, décor features, machines and branded activation elements.



06 GUEST ENGAGEMENT

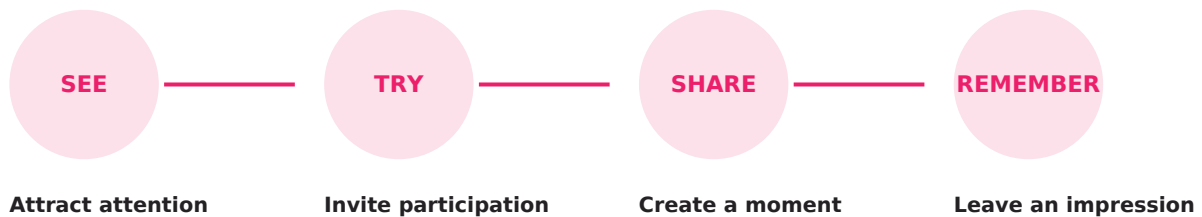
Experiences designed to attract attention, increase participation and create memorable photo and social moments.

Turn refreshments into a brand moment.

WHY CLIENTS LOVE US

- Interactive guest experiences
- Custom-branded activations
- Memorable photo & social moments
- Family-friendly entertainment
- Professional, energetic service
- Flexible solutions for events of all sizes

THE GUEST EXPERIENCE



A SMART CHOICE FOR EVENT ORGANISERS

One coordinated team can bring together refreshments, entertainment, hospitality, rentals and branded activation elements—helping clients create a cohesive experience around the event, audience, theme and budget.

Small business. Big experience.

Rooted in Phokeng. Built for growth.



IMPACT IN NUMBERS

10

core part-time staff
members

2025

business established

NW

North West-based

↑

employment & capacity
growth ambition

1

integrated experience
partner

∞

room to scale across
provinces

THE ROAD AHEAD

- Grow presence in corporate events, experiential marketing and activations.
- Build stronger relationships with corporates, brands and event organisers.
- Expand product and flavour offerings and strengthen digital presence.
- Invest in equipment and resources to service larger events.
- Create additional employment opportunities and develop a skilled event team.
- Expand into more provinces and become a recognised South African experiential brand.



**SLUSH
& SCOOP**

MAKE YOUR NEXT EVENT A TREAT TO REMEMBER.

From corporate activations and VIP hospitality to family days, festivals, school events, weddings and private celebrations—Slush & Scoop brings flavour, energy, entertainment and engagement together.

READY TO CREATE A MOMENT PEOPLE WILL REMEMBER?

Let's create something guests will taste, experience, photograph, share—and remember.

BOOK SLUSH & SCOOP

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Phokeng, North West, South Africa

Instagram: @slushnscoop

TikTok: @slushnscoop

Experiential Events • Activations • Hospitality

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