



The largest Italian Ice franchise in the USA with over 600 units, affordable products and low cost unit investment is coming to the Central Europe

RITA'S ITALIAN ICE

- **#1 Specialty Ice Franchise in the USA: Entrepreneur Magazine**
- **A USA Top 25 Franchise High Performer: The Wall Street Journal**
- **Voted by Zagat as #1 ice dessert in the USA**
- **International development licenses have been awarded in Canada, China and India in 2012**
- **Rita's offers**
 - **Healthy and affordable product**
 - **Scalable unit size**
 - **Extensive Training both on line and classroom**
 - **Detailed operations and marketing manuals**
 - **A low unit investment**

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Key Facts About This Excellent International License Opportunity

- **Scalable Units-** from carts to kiosks to in-line to stand alone units
- **Extensive Online Support-** web-based and classroom training through Cool University
- **Detailed Start up support-** construction, operations, and marketing manuals
- **Cool Support Center Support-** focusing on Franchising, Real Estate, Construction, Operations, Training, Procurement, IT, Research & Development, Marketing, and Finance
- **Low unit investment-** simple to operate food business with significant margins





What Makes Rita's Different???

- **Made fresh daily, Rita's signature product is created on premises, with the highest-quality proprietary ingredients.**
- **Stringent quality control standards are followed throughout the Rita's system to ensure consistency.**
- **Special high quality taste in a healthy dessert**
- **Affordable product**
- **Low unit investment**



**ICE. CUSTARD.
HAPPINESS.**



In 1984 Rita's opened its first store on the East Coast of the USA with a simple intention to offer the best tasting, highest-quality Italian Ice around.

Today, Rita's owns the category it virtually created.

For over 27 years Rita's has provided a proven business model that offers a unique affordable, high-quality product line and a fun family destination.

“Exceptional, unexpected taste and quality with maximum flavor experience”

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A USA Top 25 Franchise High Performer: The Wall Street Journal's "Startup Journal"



Rita's Core Principles

- **Respect** Mutual respect between partners
- **Integrity** Always doing the right thing
- **Trust** Partnership - best interest of the brand
- **Accountability** Own what is yours, and make it better
- **Service** WOW the guest





Cost Effective Unit Investment

Low unit investment,
quick build-out,
scalable models

Great fit for all
international locations





What Makes Rita's Different???

- **Made fresh daily, Rita's signature product is created on premises, with the highest-quality proprietary ingredients.**
- **Stringent quality control standards are followed throughout the Rita's system to ensure consistency.**
- **International Note: The proprietary mix for our many exclusive ice drink flavors is shipped in a non-frozen, liquid state to our franchisees and licensees.**
- **This simplifies sourcing of the unique Rita's flavors.**



- **The Rita's experience has become a USA cultural phenomenon, thanks to our remarkably loyal customers.**
- **Made fresh daily, all Rita's products are created on premises, with the highest-quality proprietary ingredients.**
- **Stringent quality control standards are followed throughout the Rita's system to ensure consistency.**



Long lines outside Rita's



Kids of all
ages from 2
to 102 love
to visit
Rita's

Sometimes
more than
once a day!





Our Products

- **Italian Ice**

This is Rita's signature product which combines smooth ice with real fruit; made fresh daily at each location.

- **Cream Ice**

Creamier than Italian Ice, our Cream Ice is smooth, silky and full of indulgent flavor.

- **Frozen Custard**

A signature Rita's treat, our smooth, creamy Old Fashioned Frozen Custard can be enjoyed in a cup or a cone.

- **Misto® Shake**

A combination of your favorite Italian Ice and Custard blended into a cool, creamy, delicious customizable treat.

- **Gelati**

A layering of your favorite Italian Ice and creamy Frozen Custard; our #1 selling treat!

- **Blendini®**

A blend of creamy Frozen Custard, fresh Italian Ice and a mix-in.





Our Unique Blendini

A blend of creamy Frozen Custard, fresh Italian Ice and a mix-in



Cherry Pie



Reese's Cup



How Do Rita's Products Compare To Ice Cream?



- **Rita's Italian ice is water based not milk based.**
- **Most of the Rita's Italian ice products are fat free, some are sugar free.**
- **The custard product is a premium product that is better than soft serve ice cream as it is made with 10% butterfat - so it is very rich and creamy.**



A Classic Holiday Rita's Location – A Favorite With Families



Key Factors For International Development

- (1) Low cost product for the consumer;**
- (2) Fairly low unit investment;**
- (3) Scalable to fit available space: cart, kiosk, inline, stand alone units;**
- (4) Strong Franchisor with excellent training, support, marketing and product development resources;**
- (5) Excellent supply chain scenario for international; and**
- (6) Market entry research shows is a niche for the Rita's brand in many countries.**
- (7) Local flavors are part of what we offer international licensees**



We Are Guest Service and Smiles

