



The largest Italian Ice franchise in the USA is now available in other countries

In 1984, Rita's opened its first store on the East Coast of the USA with the simple intention to offer the best-tasting, highest-quality Italian Ice. Today, Rita's owns the category it virtually created and is a healthy, excellent tasting alternative to ice cream with over 560 stores open. Licenses were granted in 2012 for Canada, Southern China and India.

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.

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

- "Exceptional, unexpected taste and quality with maximum flavor experience"
- #1 Specialty Ice Franchise in the USA: 'Entrepreneur' Magazine
- A USA Top 25 Franchise High Performer: The Wall Street Journal

Important Data on the Rita's® Franchise

- International Franchisor: Rita's Water Ice Franchise Company, LLC
- Corporate Website: www.ritasice.com

The Rita's International License Offer: Area or Master Licenses

International Area Licensee Profile

- Strong, marketing oriented company, involved in food related businesses
- Access to appropriate real estate
- Access to capital of US\$750,000-5,000,000 for new investment projects
- The ability to staff with expertise to assure a smooth transfer of the systems
- Access to supply chain resources (local/National)

Potential Area Licensee Candidate Companies

- Established multi-generational retail family business operator
- Food and Beverage Company who can fit Rita's concept into existing outlets
- Food service sector; retailing, distribution and service related businesses
- Real estate, property development and management businesses
- Hospitality businesses

For further information on the Rita's Italian Ice franchise for your country please contact William Edwards on +1 949 375 1896 or at bedwards@egs-intl.com