

What Makes Rita's Italian Ice® Special?

Special Brand Features	Rita's	Cold Stone	Haagen-Dazs	Baskin Robbins	Dairy Queen	Ben & Jerry's
Exceptional, unexpected, maximum taste and quality	Yes	No	No	No	No	No
Healthy, low fat product line: Rita's Ice	Yes	No	No	No	No	No
Affordable product for emerging market consumers	Yes	No	No	Yes	Yes	No
Relatively low initial unit investment, fast breakeven	Yes	No	No	Yes	No	Yes
Scalable units from carts to full service stores	Yes	No	Yes	No	No	???
Relatively simple business model and operation	Yes	No	Yes	No	No	No
Strong Facebook online marketing focus	Yes	Yes	No	Yes	No	Yes
Iconic US brand with a cult following	Yes	No	No	Yes	Yes	Yes
Wide range of products and flavors	Yes	Yes	Yes	Yes	No	No
Primary product made fresh daily in store	Yes	Yes	No	No	No	No
Amusement park, sports stadium movable units	Yes	No	Yes	Yes	No	No
Mostly liquid, non-refrigerated product supply chain	Yes	No	No	No	No	No
High margin ice dessert product	Yes	No	No	No	No	No
Licensees in Canada, China and India	Yes	No	Yes	Yes	No	No
Extensive Online Training, Sales and Cost Management Tools	Yes	No	???	Yes	Yes	???