

## RITA'S ITALIAN ICE

In 1984 Rita's opened its first store with the simple intention to offer the best tasting, high quality Italian Ice around. Today, they own the category which they virtually created. Offering a unique, affordable, high-quality product line and a family fun destination, this franchise delivers category dominance, a cult-like following, a proven business model, expert training & support and a ground floor opportunity for business entrepreneurs.

The Rita's concept was built from the ground up based on "Rita's" values: Respect, Integrity, Trust, Accountability and Service. Their brand promise is Ice, Custard and Happiness™. Rita's offers a variety of frozen treats including its famous Italian Ice, Old Fashioned Frozen Custard and layered Gelati as well as its signature Misto™ and Blendini™ creations.

Rita's has a systematic plan for growth. Franchise owners receive a protected territory and a proven business model. This is an opportunity to become part of a top-ranked franchise that will transform your life with a personally and professionally rewarding business. Being your own boss has many rewards, especially if you invest in Rita's Ice franchise. The affordability, uniqueness, and high-quality product offering has made this a top family destination in more than 23 states.

Starting a franchise with Rita's allows you to capitalize on a proven business model with over 500 open stores and 400 in development. Year after year Rita's has received top rankings by highly regarded industry publications like Entrepreneur Magazine, Bonds Top 100, and Wall Street Journal's Start Up Journal.com. Rita's provides their guests with a family friendly environment and products that are made fresh daily with the highest quality ingredients at every store. As a franchise partner you receive and benefit from extensive corporate support from training to ongoing operational, marketing, and research and development support. This particular Rita's Italian Ice franchise has been run by absentee management (the owner is just an investor). The highest best use for this unit is for an onsite family operation or a shared owner/operator partnership. A full-time presence in the business May-September is needed for community marketing, fundraising, and promoting the Rita's brand in the area. The seller is willing to take back some owner financing. Rita's Italian Ice is a fun business with a lot of customer loyalty. The key to future success for this location is to expand the customer base and market share. The idea is to work hard over the summer and enjoy your winters off by the fire place.

If this opportunity is of interest to you, sign and return the confidentiality disclosure agreement and we will provide you with a complete business profile of this opportunity.