





# WHY *Freddo?*

- Over 160 locations worldwide.
- Flexible Conversion formats.
- Very low investment per store for buildout cost.
- Exclusive development areas.
- Virtually no direct competitors in the high end gelato space.
- Flexible sizes starting at 400 sq ft.
- Low Average staff per shop.

**26%**

**AVERAGE COST OF  
GOODS SOLD**



**SIMPLE  
OPERATION**



**LOW INVESTMENT  
PER STORE**



# FREDDO AROUND

*The globe*







# History

Freddo began its activities in 1969, with the opening of a flagship store at the heart of Recoleta, the most beautiful and classic neighborhood of Buenos Aires, the capital of Argentina.

With this store, the dream of two Italian families united by a culture of effort and fruitful work, became a reality.

That culture remains in Freddo to this day and we are proud to produce the classic Gelato with the same recipes that we have been using for the past 50 years, and with the same care and attention to detail of the founders.

50 years later, Freddo continues to be the most important and premium gelato brand in Argentina with more than 100 stores in the country and go stores overseas in Uruguay, Chile, Brazil, Mexico, Panama and the United States of America with over 50 stores overseas at the moment.



A bowl of gelato with chocolate chips and a broken chocolate bar. The gelato is a light brown color, possibly hazelnut or almond, and is topped with dark chocolate chips. The bowl is a simple, light-colored ceramic bowl. In the foreground, there is a broken piece of dark chocolate, showing its texture and some shavings. The background is a soft, out-of-focus landscape, possibly a field or a farm, with a bright sky.

# HOW DO WE MAKE THE

CREAMIEST *Gelato?*

Our 50-year-old traditional recipes and the quality of the Argentinian milk allow our Mastro Gelataio, to provide customers soft and gentle textures full of flavor and aroma.

The best gelato is made with the best ingredients, which is why our bitter chocolate has 90% of Brazil's purest cacao. For almonds, we source only the highest quality from California.

The berries that we use grow with the warm sun of Patagonia and our milk, the key ingredient in gelato, comes from the best dairy farms in Argentina.



# SWEET

# Support

Our system includes everything necessary to start up your investment.

- Real estate guidelines for the choice of locations according to the appropriate business format.
- Design and construction support.
- Operation training and ongoing support.
- Marketing plan, product innovations and promotions.
- Supply chain and logistics services support.
- Ongoing field support.





# FREDDO FRANCHICES

## Opening process

### OPERATOR'S PROFILE ASSESSMENT

TYPE OF CANDIDATE

TRADE AREAS

### BUSINESS DEVELOPMENT

PROJECTED SALES

LOCATION SEARCH

OCCUPANCY COST ANALYSIS

ANALYSIS OF TRADING AREAS FEATURES (COMPETITORS, POPULATION DENSITY, TARGET MARKET, TRAFFIC, ETC)

### INITIAL INVESTMENT ESTIMATE

PRELIMINARY LAYOUT

CONSTRUCTION COST

ROI ANALYSIS

### SIGNING OF FRANCHISE AGREEMENT

TRAINING OF FRANCHISE AND STAFF (21 DAYS)

### OPERATOR'S START

TRAINING SUPPORT

ON GOING SUPPORT (OPERATIONS, MARKETING, LOGISTICS)



**FRANCHISEE**

LEVEL OF INVESTMENT AVAILABLE

TRADE AREAS

LOCATION SEARCH

CONSTRUCTION START



# INVESTMENT *information*

## ECONOMIC DATA

ENTRY FEE	SUBJECT TO MARKET
WORKING CAPITAL	\$ 15.000 PER STORE ( INITIAL STOCK INCLUDED)
TOTAL INVESTMENT	FROM \$ 150.000 TO \$ 450.000
ROYALTIES	5% OF NET SALES
AVERAGE STAFF PER SHOP	FROM 4
LENGTH OF AGREEMENT	5 YEARS
CORPORATE ADVERTISING	YES
MARKETING FEE	1,5% OF NET SALES

## The ideal location

End cap or in-line property situated within a community shopping center.

## Traffic

Average daily traffic.

## Visibility

High Street visibility, access

## Population

Varies based on rural , medium, metro, major metro.





# PROTOTYPES

## Full Experience



### FULL EXPERIENCE

SIZE

750 Sq.Ft. TO 1050 Sq.Ft.

PRODUCTS OFFERED

CONES, CUPS, PACKS, SUNDAES, CREAM, SHAKE, FRUIT SHAKE, CAPUCCHINO FREDDO, TULIPS, PASTRIES AND GELATTO, PASTRIES, COFFEES, SALTED.



# PROTOTYPES

*Food court*



## FOOD COURT

SIZE

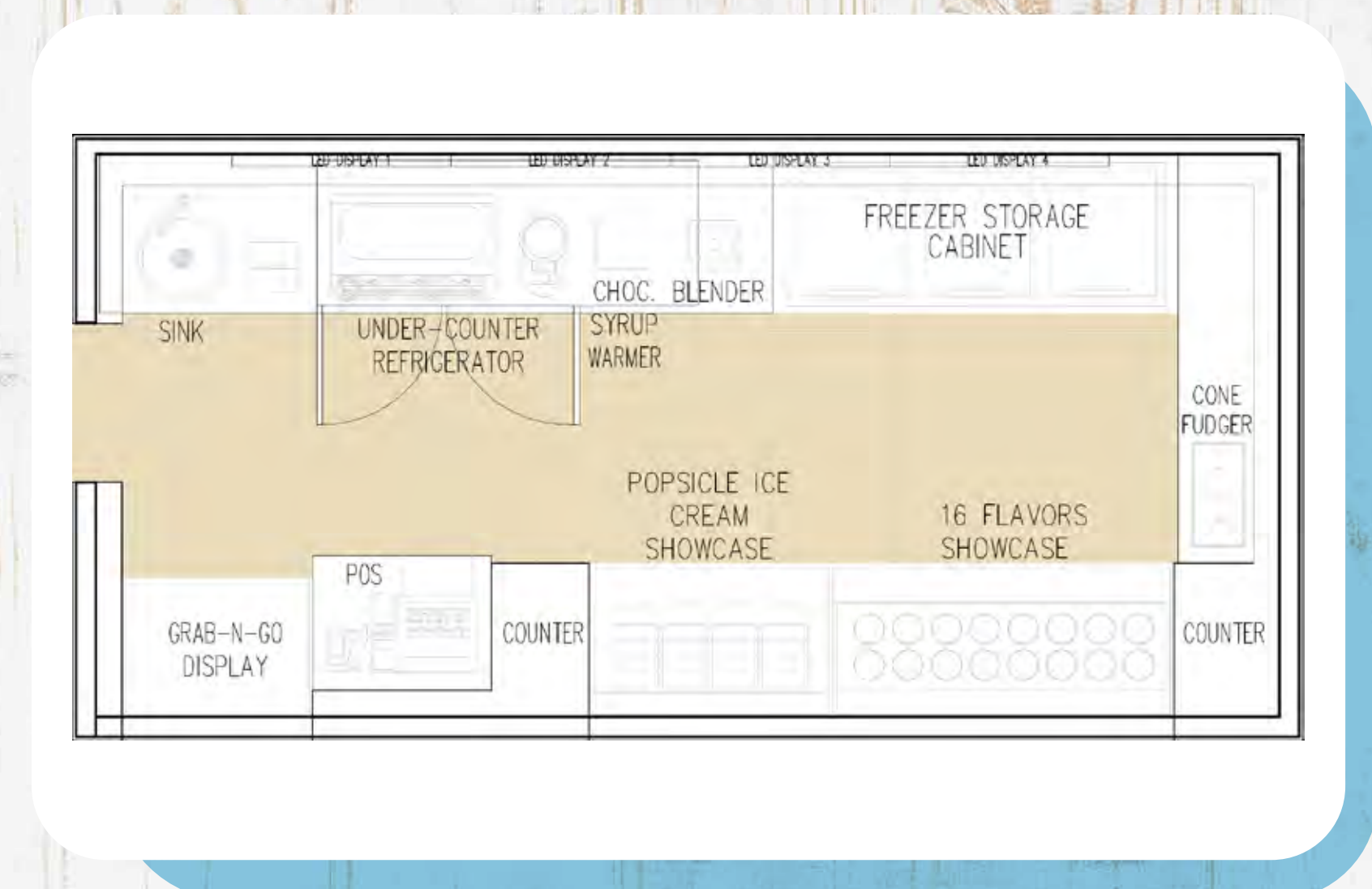
430 Sq.Ft. TO 750 Sq.Ft.

PRODUCTS OFFERED

CONES, CUPS, PACKS, SUNDAES, CREAM, SHAKE, FRUIT SHAKE, CAPUCCHINO FREDDO, TULIPS, PASTRIES AND GELATTO, PASTRIES, COFFEES, SALTED.



# PROTOTYPES *Kiosk*



## KIOSK

SIZE	220 Sq.Ft. TO 320 Sq.Ft.
PRODUCTS OFFERED	CONES, CUPS, PACKS, SUNDAES, CREAM, SHAKE, FRUIT SHAKE, CAPUCCHINO FREDDO, TULIPS.





TRADIZIONE IN *gelato*