







# 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 in the foreground. 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 or stone 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 park, with green grass and some trees or bushes. The overall lighting is bright and natural, suggesting an outdoor setting.

# 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.



# FREDDO AROUND

*The globe*





# THE BEST INVESTMENT

# Opportunity

Freddo arrives at the American market to offer its 50 years of success and experience in offering the best artesanal gelato in Argentina.

The USA is the third largest sales market in the world, demanding quality and innovative products.

The quality of the products, the raw materials used and the unique flavors, together with an innovative store experience, provide Freddo with the opportunity to capitalize on this growing demand for premium products.

**Do not miss this opportunity and build your future with the # 1 handmade gelato brand from 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



1

### OPERATOR'S PROFILE ASSESSMENT



Type of candidate  
Trade areas

FRANCHISEE

Level of investement  
available  
Trade areas

2

### BUSINESS DEVELOPMENT



Projected sales  
Location search  
Occupancy cost analysis  
Analysis of trading area features (competitors,  
population density, target market, traffic,etc)

FRANCHISEE

Location search

3

### INITIAL INVESTMENT ESTIMATE



Preliminary layout  
Construction cost  
ROI analysis

4

### SIGNING OF FRANCHISE AGREEMENT



Training of franchise  
and staff (21 days)

FRANCHISEE

Construction start

5

### OPERATIONS START



Training support  
On going support  
(operations, marketing,  
logistics)



# INVESTMENT *information*

## ECONOMIC DATA

ENTRY FEE	\$ 20.000 FIRST STORE ( \$ 10.000 there after)
WORKING CAPITAL	\$ 10.000 ( 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

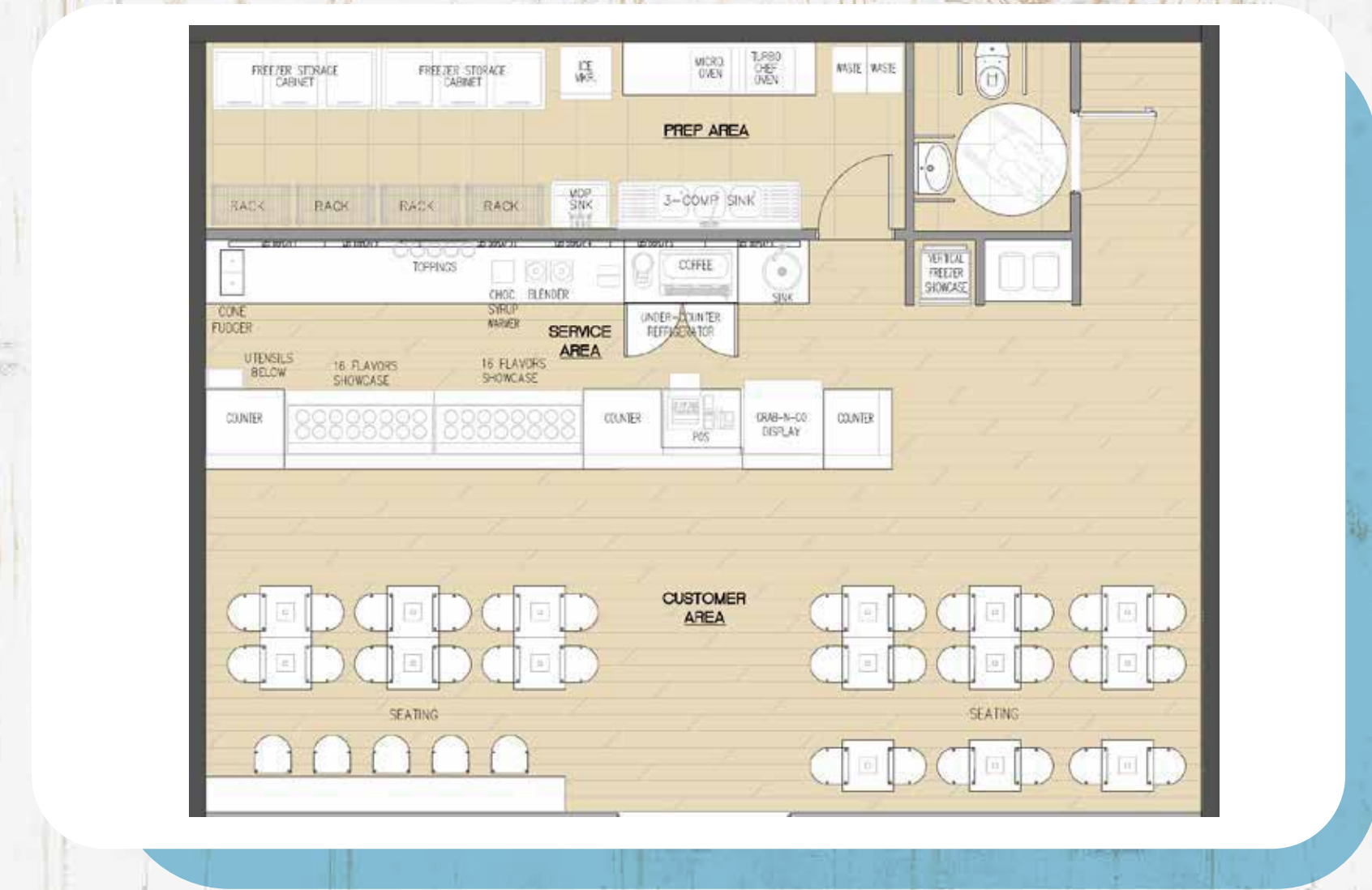
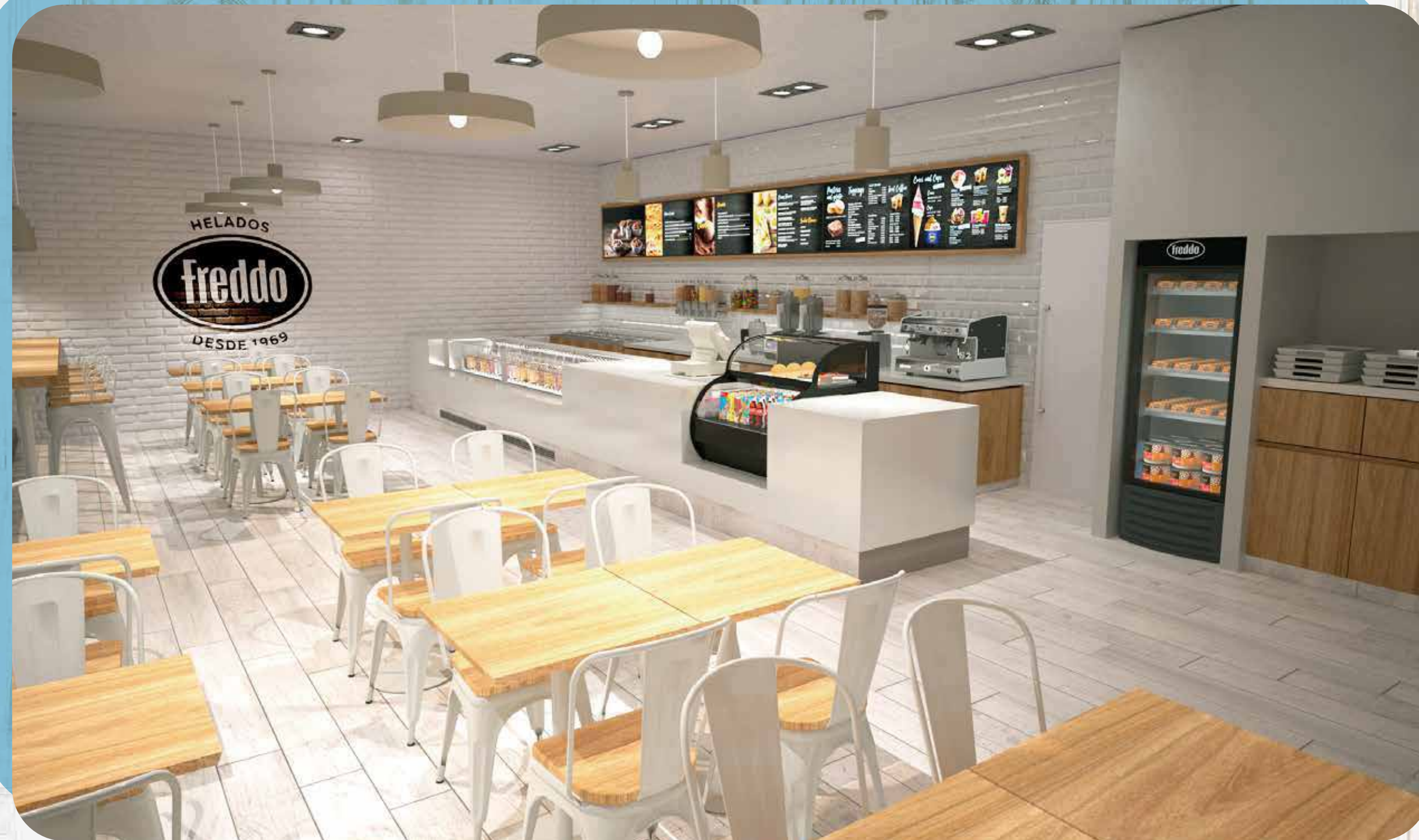
Varies based on rural , medium, metro, major metro.





# PROTOTYPES

*Full Experience*



## FULL EXPERIENCE

SIZE

750 Sq.Ft. TO 1050 Sq.Ft.

CONSTRUCTION INVESTMENT

\$250.000 TO \$350.000



# PROTOTYPES

*Food court*

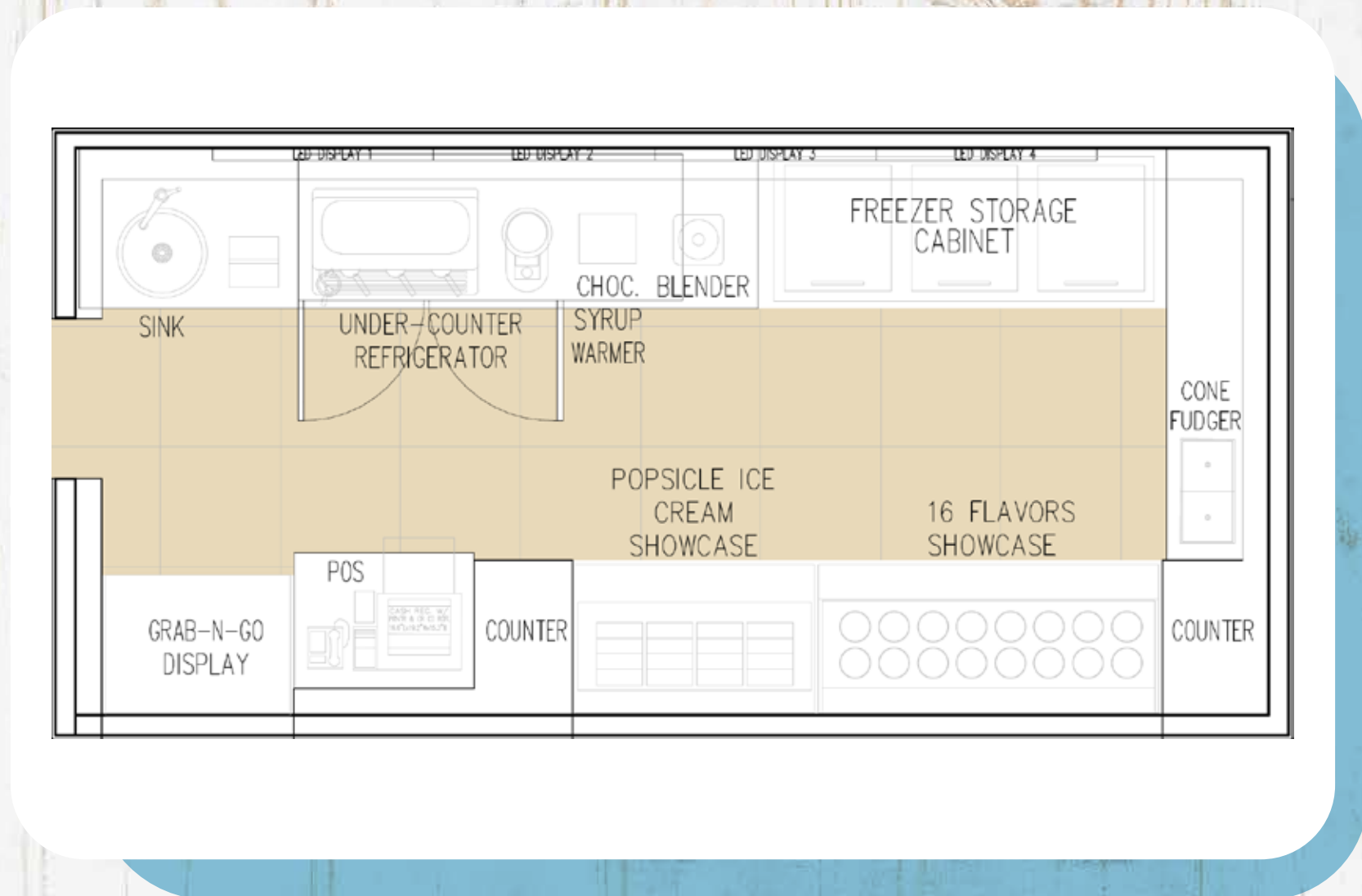


## FOOD COURT

SIZE	430 Sq.Ft. TO 750 Sq.Ft.
CONSTRUCTION INVESTMENT	\$180,000 TO \$250,000



# PROTOTYPES *Kiosk*



## KIOSK

SIZE

220 Sq.Ft. TO 320 Sq.Ft.

CONSTRUCTION INVESTMENT

\$100.000 TO \$145.000





TRADIZIONE IN *gelato*