



**Do you have the passion for outstanding customer service?**

Tired of the daily grind & looking for a lifestyle that's more rewarding for you and your family?

Then here's a fantastic opportunity to indulge your senses and enrich your life. By becoming a FRITZ GELATO franchisee and you'll be part of a successful brand, with all the support you require to establish a profitable and rewarding business.

**Because FRITZ GELATO...is the best.**

Are you driven to deliver outstanding customer service? Do you know Organic products will give your new store a marketing edge? Are you willing to work with your franchisor to grow the brand?

Then you should join FRITZ GELATO franchising and enjoy the potential to earn a rewarding income with a well established company in a growing industry.

**Who is FRITZ GELATO?**

FRITZ GELATO is award winning, organic, Italian style ice cream. Our gelato is based on traditional recipes with modern influences. We pride ourselves on using the best fresh

quality ingredients, eliminating the need for artificial flavours and colours.

We are the healthy alternative, but what sets us apart from the rest, is our products are organic and taste incredible. FRITZ GELATO specialises in organic ice cream, sorbets and frozen yoghurts, partnered with organic coffee and donuts.



As a FRITZ GELATO franchisee, you'll be part of a dynamic company, supported by a Head Quarters that is committed to ongoing profitable business partnerships.

**FRITZ GELATO ... is the best**



## What can I expect from my partnership with FRITZ GELATO?

As a FRITZ GELATO franchise owner, you benefit Working with an exciting well managed franchisor, with comprehensive training, ongoing operational & marketing support.

- Great organic products provided by your franchisor direct to you, leaving you a simple to operate retail business
- A professional web presence to promote the business – [www.fritzgelato.com](http://www.fritzgelato.com)
- An established marketing program to help launch and grow your new business.
- Established retail systems and work practices

FRITZ GELATO also has an experienced well-trained team of support staff and consultants to help your business succeed. You'll receive regular updates with sales and technical tips. There's even a dedicated company conference each year to provide training and motivation as your business grows.



## What type of experience do I need?

You don't need to have experience in the gelato industry to become a franchise owner with us.

We are seeking experienced managers with:

- At least 3 years retail experience
- Proven business development track record
- Mature and commercially astute disposition
- Computer literate
- The enthusiasm to work within a franchise network and a desire to grow with the brand
- The dedication to succeed
- The willingness to work hard with the full support of your family
- Financially stability

## What does the process involve?

Before you purchase, it's important to consider the financial implications and impact of running a franchise.

You'll need to be able to access the finance to begin the business, maintain the business and cover your personal needs during its initial growth period. After completing your due diligence, apply for your preferred territory, sign the franchise agreement and related documents. Next, you'll undertake training to gain the skills and confidence to successfully operate your new store.



## How much will it cost?

- Initial franchise fee of \$50,000 for a five-year term with four five-year options. However substantial discounts will apply for the first few franchise owners.
- Training fee of \$3,000 for one week's training at Head Quarters and up to one week in the territory, helping you launch the business.
- Leasing costs of the FRITZ GELATO equipment & store fit out.
- Your initial advertising launch fee up to \$5,000 to be solely spent in your territory.
- The ongoing Franchise levy is 9.5% of turnover (only 7.5% in your first year).

You also need to allow for your professional advisors costs. More details of all costs will be provided to you later in a Disclosure Document.

## Want to find out more?

To find out more about this exciting opportunity, download and return the Franchise Enquiry Form and Confidentiality Agreement.