

# FRANCHISE OPPORTUNITIES



Authentic NY Italian Ices, So Good, they'll make you feel like a kid again





An Uncle Louie G franchise represents a unique opportunity in a fast growing industry. The Italian Ices Industry, though small, is growing rapidly, as a result of the delicious taste and the pureness of a dairy free, fat free, lactose free product. We also have cream ices as well as ice cream!

1. As Americans are aging and watching their fat and dairy consumption, our product fits those needs.
2. Recipes for true Italian ices have been past down from generation to generation, often by immigrants to the New York area. It's no surprise that 2 of the 3 of the largest companies are based in the New York area. The others are located in nearby Pennsylvania. And of the three, only our products are still made with genuine New York City water!
3. Investment is low. Our ideal footprint is less than 1000 square feet. No preparation is involved. If you can make a milkshake, that's about it. If you can't, we'll teach you!
4. Margins are high. Our genuine product, sold to you in 2 1/2 gallon tubs, should generate five times the cost in sales!
5. No royalties! We don't want to know your numbers! You don't report to us. You're your own boss. It's capitalism at its best! Sorry Bernie!
6. Even in cold weather areas, we have 50 stores. Most close for a few months in the winter, and yet still make an adequate return on the less than \$100,000 investment. In Florida, where store growth has tripled over the past two years, it's a 12-month season. Ka-Ching! Ka-Ching!
7. You only need to manage a few employees, and we'll teach you that!
8. Particularly in warm weather states where outdoor events take place daily, our trailer product is unique. All in, for under \$20,000, we can get you in business!
9. Finally, nationwide, stores in 2020 are adding Acai bowls to their offerings to round out their product line or to add a "winter product". We supply the key ingredient, the Brazilian-sourced berry and other ingredients, making prep a "non event".

Sincerely,

Uncle Louie G!

# UNCLE LOUIE G MISSION STATEMENT AND HISTORY

## THE BEST ITALIAN ICES & GOURMET ICE CREAM IN AMERICA: MISSION STATEMENT

Uncle Louie G will be the leading provider of gourmet quality desserts and snack items, worldwide. Just as Uncle Louie G products are known for quality, Uncle Louie G, Inc. is known for professionalism and profitability. From the founders to our strategic partners, affiliates and vendors, to the cashier who rings the register, Uncle Louie G is a valued and accountable member of our expanding family. Together we will accomplish our mission, attain our goals and of course, most important of all, have some fun along the way!

## UNCLE LOUIE G STORE

Brooklyn, 1959: Imagine yourself in the old neighborhood. It's summertime and it's sweltering. An open hydrant beckons kids from a 3-block radius to take their turns running through the cool, gushing water. From stickball on the street to sitting on the stoop, all of the memories of childhood, the treat of all treats, the taste that made summer what it was in all its sweet goodness, was Italian Ices and Ice Cream. Remember when that's all it took to make everything

OK, even the summer heat? Even back then Louie G's search for tasty perfection had already begun.

It wasn't long before Louie G started making his own Italian ices and ice cream. Leaving those stickball games just a little bit earlier so he could meet the gang back at the stoop with his latest creation.

The crowds grew and grew, but no matter how many people showed up on those warm summer nights, Louie G always had a taste for all.

As time passed, the old gang continued to gather around Louie G's stoop.

As word spread about Louie G and his homemade Italian ices and ice cream, visiting him became part of a summer day and he became a Brooklyn attraction.

In time the local kids took to calling him Uncle Louie G as a show of respect and affection.

Louie G wanted to start an Italian ices and ice cream business several times, but hesitated each time. He thought that making it in large batches would never taste as good as the Idea. But remembering that great feeling he had as a boy in Brooklyn, the close-knit community, friends, family and fun; he decided he had to share his delicious Homemade Gourmet Italian Ices and ice Cream creations with the world.

As those kids grew up and had kids of their own it wasn't long before Uncle Louie G was known throughout Brooklyn.

As demand grew for his Italian ices and ice cream, Uncle Louie G opened a dipping store to accommodate the throngs of people clamoring for a taste of his treats.

To this day, he'll gladly give a free taste of any flavor, just as long as you're smiling.

Strictly following his proven recipes, the excellence of Uncle Louie G Homemade Gourmet Italian Ices and Ice Cream is consistently maintained. His uncompromising selection of wholesome ingredients has enabled Uncle Louie G to expand.

But don't take our word for it. Visit any Uncle Louie G Gourmet Italian Ices and Ice Cream Dipping stores for a free taste and Feel Like a Kid Again!!





*Brand Built on Old School Values*



*A Manageable Investment*



*Best Gourmet Italian Ice & Ice Cream in America*



*As Featured In*



# ROYALTIES AND OTHER

## TYPE OF FEE

## AMOUNT

**ROYALTY FEE**

**\$0**

**BRAND DEVELOPMENT FEE**

**\$0**

**LOCAL ADVERTISING**

**\$1000 ANNUALLY**

**RENEWAL FEE**

**\$0**





# FREQUENTLY ASKED QUESTIONS

## **Q: Why an Uncle Louie G Business Opportunity?**

A: Operating an Uncle Louie G Franchise Alternative gives you access to turnkey support and a proven business model that may be hard to find on your own. Being part of a Name Brand provides brand recognition that will draw in more customers and lead to your success.

## **Q: Is an Uncle Louie G Business Opportunity for me?**

A: An Uncle Louie G Franchise Agreement is an effective personal and business strategy to help you achieve your dreams and ambitions. During your evaluation of your business opportunity you will be asked to examine if Uncle Louie G can help you achieve your short and long term goals and objectives.

We enlighten and educate each candidate so they can make an informed business decision about Uncle Louie G based on our Mission, Core Values, and Brand Strategy.

## **Q: What is the turn-around time to open an Uncle Louie G Dipping Store?**

A: It normally takes from 3-8 weeks to identify a site, negotiate a lease, obtain the necessary permits, build out the site to specifications, and complete all other steps to prepare your Dipping Store for opening day. This will vary depending on the condition of the space upon possession, the availability of labor, equipment and materials, the availability of good sites in your market, and other market conditions.

## **Q: How many square feet are required for an Uncle Louie G Dipping Store?**

A: This dependent on the configuration of your store. We have successful stores operating standard size 800 x 2000 square feet and express size at 3- 4000 square feet.

## **Q: What kind of support will I receive after I sign the agreement?**

A: You will have ongoing access to our expertise and materials in the areas of: Business Development & Administration , Site Selection & Store Leasing , Construction , Purchasing , Training, Store Operations , Quality Control, Promotions and Marketing Research and Development

# FINANCIAL

<b>Retail Store</b>		
Type Of Expenditure (Note 1)	Amount	Method of Payment
Initial Franchise Fee (Note 2)	\$15,000- \$25,000	
Construction, Leasehold Improvements, Furniture and Fixtures (Note 3)	\$6,000 - \$50,000	Varies
Equipment (Note 4)	\$15,000 - \$45,000	As billed
Signs (Note 5)	\$2,000 - \$8,000	As billed
Computer, Software and Point (Note 6)	\$1,000 - \$3,000	As billed
Initial Inventory (Note 7)	\$4,000 - \$8,000	As billed
Lease Deposit (Note 8a)	\$1,000 - \$15,000	Lump sum
Real Property (Note 8b)	Note 8 Varies	Varies
Utility Deposit (Note 9)	\$800 - \$1,000	As billed

<b>Mobile Concession Trailer</b>		
Type Of Expenditure (Note 1)	Amount	Method of Payment
Initial Franchise Fee (Note 2)	\$5000 - \$10,000	
Construction, Leasehold Improvements, Furniture and Fixtures (Note 3)	\$0 - \$500	Varies
Equipment (Note 4)	\$2,500 - \$5,000	As billed
Uncle Louie G Trailer (Note 4.1)	\$11,000 - \$15,000	As billed
Signs (Note 5)	\$0 - \$1,000	As billed
Computer, Software and Point (Note 6)	\$500 - \$1,000	As billed
Initial Inventory (Note 7)	\$1,500 - \$3,500	As billed
Utility Deposit (Note 8)	\$0 - \$750	As billed

<b>Fixed Location Kiosk</b>		
Type Of Expenditure (Note 1)	Amount	Method of Payment
Initial Franchise Fee (Note 2)	\$25,000	Lump sum
Construction, Leasehold Improvements, Furniture and Fixtures (Note 3)	\$5,000 - \$15,000	Varies
Equipment (Note 4)	\$7,500 - \$15,000	As billed
Signs (Note 5)	\$1,000 - \$4,000	As billed
Computer, Software and Point (Note 6)	\$1,000 - \$2,500	As billed
Initial Inventory (Note 7)	\$950 - \$1,700	As billed
Lease Deposit (Note 8a)	\$1,000 - \$9,000	Lump sum
Real Property (Note 8b)	Note 8	Varies
Utility Deposit (Note 9)	\$500 - \$1,000	As billed
Cost Breakdown:	Low	High
Franchise Agreement	\$5,000	\$25,000
Equipment	\$20,000	\$30,000
Signage	\$2,000	\$5,000
Uniforms	\$200	\$500
Initial Inventory	\$4,500	\$7,000
Insurance Deposit	\$1,000	\$2,000
Licenses	\$300	\$1,000
Grand Opening Marketing	\$1,500	\$1,500
*We suggest having 3 months of additional funds/working capital.		