

REAL ICE CREAM.

A fresh take on Franchising!



WHAT MAKES US DIFFERENT?

Since 1983, Marble Slab Creamery has built its reputation by specializing in the gourmet ice cream segment of the frozen dessert market. The Marble Slab Creamery difference is based on our mission to serve happiness by using only the highest quality ingredients and delivering a unique customer experience. Our hand-crafted products are made in every store using only fresh 100% Canadian dairy and our proprietary recipes. Upon entering our stores, guests choose from over 50 flavours of ice

cream and low-fat yogurt, and personalize their treat with their choice of over 30 “mixins” including the freshest fruits, yummiest cookies, sweetest candies and finest nuts, and watch while their creation is blended on our legendary frozen slab. The end result is a one-of-a-kind ice cream fantasy personally designed by them with no surprises - our mixins are unlimited, all for one price. At Marble Slab Creamery, there truly is *originality in every scoop™*!

MADE BY HAND. LOVED BY EVERYONE.

Marble Slab Creamery is dedicated to creating customized, gourmet ice cream products. We offer a wide range of hand-crafted desserts that are made fresh in each store daily.

- More than 50 proprietary ice cream flavours
- Freshly-baked, hand-rolled and dipped waffle cones and bowls
- Selection of over 30 mixins and sauces
- Low-fat Frozen Yogurt
- Milkshakes and Smoothies
- Banana Splits, Sundaes, Brownies and Shortcakes
- Ice Cream Cakes, Cupcakes and Pies
- Ice Cream Crumble
- Ice Cream Sandwiches
- Take home Litres and Half Litres
- Catering Services and Packages



5 BEST THINGS ABOUT BEING IN THE ICE CREAM BUSINESS!

1) Making People Happy

When you're in the business of ice cream, you're in the business of smiles! Those who take advantage of an ice cream franchise opportunity will tell you that a big benefit of the business is the happiness they bring to people by providing them with a cold, creamy treat.

2) An Affordable Luxury That Never Goes Out Of Style

There's no denying that ice cream is a comfort food. Ice Cream appeals to customers of all ages, in all seasons and economic climates. It's an inexpensive indulgence that is attainable for everyone, and summer or winter, kids and adults alike can all agree that ice cream is a special treat that simply can't be replaced.

3) Efficient Operations

Here's a real secret...ice cream is frozen! Compared to other fresh products, ice cream has a much longer shelf life. And, given all of our products are made in-house with a short list of high-quality ingredients and similar, straight-forward production processes, your inventory, cost of production and waste are significantly less than other restaurants.

4) You're Busiest When Staff Are Available

Our busiest times are evenings and weekends, making hiring staff for your store easy. Our scoop shops make attractive roles for students and teens who are readily available to work when you need them most. Plus, the training process is easy and on-boarding new staff is a cool breeze.

5) You're Always Invited To the Party

Our business offers you multiple revenue streams including not only our standard single serve treats, but also a wide array of take home desserts. Plus, our catering packages, event opportunities and opportunities to retail your products outside your store offer additional revenue potential - from parties, weddings, corporate events, convenience and grocery stores and more. Like our ice cream creations, the possibilities are endless!

WHY JOIN MARBLE SLAB?

Not only are we in the business of serving smiles to our customers, we understand the importance of supporting our franchisees in every way possible. We have a commitment and passion for ensuring every franchisee has a level of expertise and confidence to succeed from day one of ownership. Benefits include:

- An international, well-known franchise brand with proven operating systems
- Focused real estate consultation, site selection support and lease negotiations
- Turn-key store design
- Comprehensive training and on-site opening support
- A corporate network of Field Consultants to ensure quality, consistency and on-going support
- National and local marketing and advertising services
- Multiple revenue streams including single serve items, take home desserts, online ordering, catering services and wholesale opportunities

OUR ATTENTION TO PRODUCT QUALITY IS ONLY RIVALED BY OUR ATTENTION TO THE QUALITY FINISHES AND STORE CONSTRUCTION.

Bright, energizing store designs and in-store POP are universally appealing — fun & fresh, just like the products we serve!



Interior and exterior seating invites guests in to take a break from their daily activities.



Ample, attractive merchandising space for gourmet take-home desserts mean higher revenues for our franchisees.



Colourful, attractive product displays entice customers to reward themselves with ice cream treats.

DELICIOUS LOCATIONS

Marble Slab Creamery has 80 stores across Canada, and 500 worldwide.

There are excellent franchise opportunities available from coast to coast!



ONE SWEET INVESTMENT

Owning one of our franchises comes with many perks and benefits from our initial and ongoing support to being part of a brand that puts a smile on customers' faces. There are many questions to consider before taking that next step and opening up a franchise of your own, but one we get asked the most is - How much does it cost? Like any investment, the cost to open one of our franchises can vary depending on the location, area, and size of the store, but here is an approximate breakdown to get you started.

INITIAL COST

Franchise Fee	\$25,000
Leasehold Improvements	\$130,000
Equipment	\$95,000
Working Capital	\$10,000
Signage	\$10,000
Inventory – Food	\$10,000
Architectural & Mechanical	\$6,500
Small Equipment	\$6,000
Grand Opening Marketing	\$5,000
Furniture	\$5,000
Uniforms	\$2,000
Deposits/Licenses	\$1,800

AVERAGE

TOTAL INITIAL INVESTMENT

\$306,300

ROYALTY FEE
ADVERTISING FEE

6% of Gross Sales
2% of Gross Sales

All figures are approximate and will vary based upon leasehold requirements, market conditions, fluctuating equipment costs and other factors. Franchise Fee is subject to change. These figures include a landlord build-out contribution of \$15,000 which has already been deducted.

SOUND LIKE A TASTY PROPOSITION?

Owning a Marble Slab Creamery can be a fun and rewarding opportunity to take part of! Investing in a franchise can be hard work, but nothing worth having ever comes easy. When you own your own Marble Slab Creamery franchise, you'll get all the help you need to keep your business running smoothly and efficiently. Take advantage of this franchise opportunity and join us in the ice cream business.

Want to know more? We're waiting to hear from you!

Franchise Information:
Cam Inglis, President

Call: 1 (888) 337-7522 ext. 525

Email: franchiseinfo@marbleslab.ca

Visit: www.marbleslab.ca

