

RITTER'S®

CUSTARD · BURGERS · GLACIERS





Welcome

Ritter's Frozen Custard is excited about your interest in our brand and joining the most exciting frozen custard and burger concept in the world. This brochure will provide you with information that will encourage you to become a Ritter's Frozen Custard franchisee.

Ritter's is changing the way America eats frozen custard and burgers by offering ultra-premium products.

Ritter's is a highly desirable and unique concept that is rapidly expanding as consumers seek more desirable food options. For the first time, we have positioned ourselves into the burger segment by offering an ultra-premium burger that appeals to the lunch, dinner and late night crowds. If you are an experienced restaurant operator who is looking for the next big opportunity, we would like the opportunity to share more with you about our franchise opportunities.

The next step in the process is to complete a confidential **No Obligation** application. You will find the application attached with this brochure & it should only take you 20 to 30 minutes to complete.

Thank you for your interest in joining the Ritter's Frozen Custard franchise team!

Sincerely,

The Ritter's Team



All success stories have a wonderful beginning

In 1948, John Ritter of Chicago, Illinois, had an after-school job working at a local ice cream shop. One of the best perks of the job was getting to eat ice cream just out of the machine—before it had been packed and frozen solid. The experience of tasting smooth, creamy, fresh-made Frozen Custard made an indelible impression on young John.

Years went by, John joined the Navy and became an aerial photographer, and then started a career in film animation after leaving the service. John met and married Bonny, and together they built a life in Chicago where they raised six children. After 35 years in animation production, John decided to retire.

Upon hearing about John's impending retirement, one of his sons said to him: "Every time we stopped at an ice cream shoppe you said you'd like to own one someday. This is your chance."

Remembering his high school experience with fresh ice cream, John decided to open a genuine, old-fashioned ice cream shoppe. One that would serve premium ice cream, made fresh all day long. Of course, John's high standards required him to create just the right recipe, so he and Bonny began to travel and sample ice cream products throughout the Midwest, the East and beyond.

The more the Ritters learned about ice cream, the more they leaned toward an ultra-premium ice cream called "Frozen Custard," developed by the French over 100 years ago. After perfecting their own Frozen Custard recipe, John and Bonny opened the first Ritter's Frozen Custard shoppe in Franklin, Indiana, in 1989.

Today, Ritter's Frozen Custard is headquartered in New York City, NY with shoppes all across the Midwest. You can also find us in other parts of the country, including Florida and Texas.



environmental





product categories

CUSTARD



BURGERS



GLACIERS



CAKES



HOT DOGS





product categories

SMOOTHIES



SHAKES



FRIES



PIES



SUNDAES



TOPPINGS

SNICKERS

Nestle
Butterfinger

HEATH

Reese's

+ MANY MORE



Decor Package



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design elements

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PICK UP

ORDER



KETCHUP

MUSTARD

SPICY MUSTARD

BY THE TUB

PINT
QUART

CUBBY PAW

SINGLE
SIX-PACK

CAKES & PIES

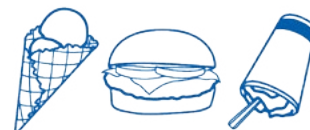
ORDER YOURS TODAY
SEE STORE MANAGER FOR DETAILS



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menu boards



CUSTARD

CONES & DISHES	
WAFFLE CONE	\$0.00
One Scoop	\$0.00
Two Scoops	\$0.00
Three Scoops	\$0.00
DIPPED WAFFLE CONE	\$0.00
One Scoop	\$0.00
Two Scoops	\$0.00
Three Scoops	\$0.00
CAKE CONE	\$0.00
One Scoop	\$0.00
Two Scoops	\$0.00
Three Scoops	\$0.00
DISHES	
One Scoop	\$0.00
Two Scoops	\$0.00
Three Scoops	\$0.00
CREATE YOUR OWN	
ONE SCOOP	\$0.00
TWO SCOOPS	\$0.00
THREE SCOOPS	\$0.00
ADD TOPPINGS	\$0.00
ADD NUTS	\$0.00

Hot Fudge, Hot Caramel, Chocolate Syrup, Cake Batter, Strawberry, Butterscotch, Wild Cherry, Cummy Worms, Marshmallows, Oreo, Pomegranate, Peach, Peanut Butter, Black Raspberry, Red Raspberry, Blueberry, Sprinkles, Toasted Pecans, Toasted Almonds, Spanish Peanuts

SUNDAES	
STRAWBERRY DELIGHT	\$0.00
<small>Strawberries and Sugar Wafers</small>	
MUD SUNDAY	\$0.00
<small>Chocolate Fudge Custard, Chocolate Syrup, Marshmallow Creme and Oreo Cookies</small>	
GRIZZLY CUB SPECIAL	\$0.00
<small>Hot Fudge and Spanish Peanuts</small>	
TURTLE SUNDAY	\$0.00
<small>Hot Fudge, Hot Caramel and Toasted Pecans</small>	
STRAWBERRY SHORTCAKE	\$0.00
<small>Vanilla Frozen Custard, Fresh Strawberries and Strawberry Sauce on Cake</small>	
BROWNIE SUNDAY	\$0.00
<small>Chocolate Brownie and Hot Fudge</small>	
PEANUT BUTTER MOUNTAIN	\$0.00
<small>Peanut Butter Sauce and Reese's Peanut Butter Cups</small>	
BANANA SPLIT	\$0.00
<small>Chocolate Syrup, Strawberries, Pomegranate and Toasted Pecans</small>	
KIDS FAVORITES	
WORMS 'N DIRT SUNDAY	\$0.00
KID'S CRUNCH SUNDAY	\$0.00
MONKEY IN THE MIDDLE SUNDAY	\$0.00
COOKIE DOUGH ROCKSLIDE SUNDAY	\$0.00



BURGERS

BURGERS	
<small>AMERICAN CHEESE, GREEN LEAF LETTUCE, PLUM TOMATO AND RITTER'S SAUCE SERVED ON A TOASTED, BUTTERED POTATO BUN</small>	
SINGLE PATTY	\$0.00
DOUBLE PATTY	\$0.00
PREMIUM ADD-ONS	
CHILI	\$0.00
PEPPERS	\$0.00
CHEESE SAUCE	\$0.00
APPLEWOOD SMOKED BACON	\$0.00
FREE TOPPINGS AND SAUCES	
LETTUCE	\$0.00
PICKLES	\$0.00
PICKLED JALAPENOS	\$0.00
SWEET RELISH	\$0.00
SPICY MUSTARD	\$0.00
TOMATO	\$0.00
YELLOW MUSTARD	\$0.00
MAYONNAISE	\$0.00
KETCHUP	\$0.00
RITTER'S SAUCE	\$0.00
HOT DOGS	
<small>100% ANGUS ALL BEEF HOT DOGS GRILLED ON THE FLAT TOP</small>	
RITTER'S DOG	\$0.00
<small>Yellow Mustard, Ketchup and Sweet Relish</small>	
CHICAGO STYLE	\$0.00
<small>Garden Fresh Relish, Onion, Cucumber Pickle, Tomato, Salt & Pepper, Celery Salt and Mustard</small>	
CHILI CHEESE	\$0.00
<small>Chili, Cheese Sauce and Applewood Smoked Bacon</small>	
FRENCH FRIES	
<small>MADE FROM YUKON POTATOES, 100% FREE OF ARTIFICIAL TRANS FATS COOKED IN PEANUT OIL</small>	
CHEESE FRIES	\$0.00
<small>Topped with Cheese Sauce</small>	
BACON & CHEESE FRIES	\$0.00
<small>Topped with Applewood Smoked Bacon and Cheese Sauce</small>	



RITTER'S SPECIAL
COMBO MEAL - \$3.99
TRY ONE OF OUR NEW SPECIALTY BURGERS
Your choice of Ritter's Burger, French Fries, and Custard



GLACIERS

GLACIERS	
SMALL	\$0.00
REGULAR	\$0.00
LARGE	\$0.00
EXTRA MIX-IN	\$0.00
MIX-INS	
CAKE BATTER	PINEAPPLE
STRAWBERRY	MARSHMALLOW
BANANA	SPRINKLES
WILD CHERRY	COCONUT
PEACH	BLACK RASPBERRY
PEANUT BUTTER	RED RASPBERRY
CHOCOLATE CHIPS	COOKIE DOUGH



SHAKES	
<small>ADD EXTRA TOPPINGS AND NUTS TO CREATE YOUR OWN</small>	
REGULAR	\$0.00
LARGE	\$0.00
ADD MALT	\$0.00
SMOOTHIES	
REGULAR	\$0.00
LARGE	\$0.00
<small>Cappuccino (Plain, Caramel, Mocha) Mocha Chip Mint Mocha Chip Mint Chocolate Chip Strawberry Creme Strawberry Banana Mango</small>	
ITALIAN ICE	
ITALIAN MIST	\$0.00
Regular	\$0.00
Large	\$0.00
GELATI	\$0.00
Regular	\$0.00
Large	\$0.00
GELATI BLEND	\$0.00
Small	\$0.00
Regular	\$0.00
Large	\$0.00

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Creamy



Because the First Bite is Addicting

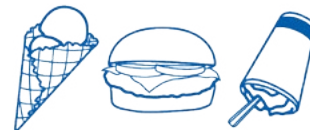
Vanilla Frozen Custard • Fresh Waffle Cone • Rich Chocolate • Sprinkles



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social media strategy


facebook Search for people, places and things

Ritter's Frozen Custard Timeline Recent Admin Panel

Just a tad of our flavors






Vanilla German Chocolate
Almond Enjoy Black Cherry
Coke Cake Amaretto



Ritter's Frozen Custard
14,710 likes · 50 talking about this

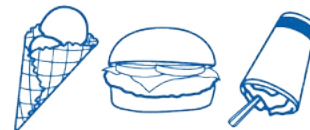
Update Page Info

Company
Ritter's Frozen Custard is simply the creamiest, best-tasting frozen custard ever to cross your palate.

2

AboutPhotosInstagram feedOwn a Ritter'sFind a Ritter's

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Web strategy

RITTER'S
FROZEN CUSTARD

OUR STORY MENU LOCATIONS NEWS/PRESS CAREERS FRANCHISE

FALL FEST

Donec at posuere velit. Nulla facilisi. Praesent rhoncus tristique augue. Etiam suscipit, orci eget facilisis convallis, libero mauris facilisis elit, quis lacinia nunc.

[LEARN MORE](#)

LOCATIONS

FLORIDA	MICHIGAN	INDIANA	
Clermont	Brighton	Columbus	Mishawaka
Margate	Livonia	Fishers (Brooks School)	Muncie
Palm Harbor	Portage	Franklin	Richmond
Port Orange		Greenwood	Terre Haute
		Indianapolis	Warsaw
		Indianapolis (Georgetown Road)	West Richmond
		Indianapolis (Southport)	
TEXAS	OHIO		
Katy	Beavercreek		
	Kettering		

Legendary
FLAVOR



facts...

- Founded 1989
- ultra-premium custard (now adding gourmet burger to menu)
- acquired by trufoods, llc in 2008
- 25 units in 5 states
- targeting growth in texas, florida, indiana, ohio, ny, nj, and select international markets
- foot print: 1900 to 2500 sq. ft
- term 10 year primary lease
- end cap-or-in line-or-free standing
- patio seating preferred
- servicing multi-daypart: lunch - dinner - after dinner
- typical turnkey investment:
 - End-cap and in-line: \$358,000 to \$589,400
 - free standing: \$469,000 to \$899,500

*These are estimates only. your cost may vary.



Why our franchisees are so excited!!

Don Heyne

I was a “corporate America” guy, with the same company for 27 years. I was in charge of a customer service data center and also worked in information technology. I didn’t want to be at the mercy of a large company, of downsizing, middle management changes and all that. After all those years, I decided that I didn’t want to live in the corporate world and began looking for franchise information on the Internet. I even sent for information from one of the large ice cream franchises. When my brother found out I was looking at an ice cream franchise, he told me

about Ritter’s. When I visited the shoppe in Beavercreek, I was really excited about what I saw. Great products, neat, clean building and patio. I like taking care of my own business. I like opening in the morning, greeting my customer and talking with them. I guess I’m a “people person” and this is the perfect place for me. I have fun with my crew. I like working with energetic kids who like to serve my customers with a smile.

The Ritter’s system fits who I am. It’s about customer focus, the best products, the cleanest environment. I feel like the training and practical experience produced by Ritter’s has made the difference in business management, labor management and much more. Ritter’s has been very supportive of my business. I’m glad I’m in business for myself, not invest my life in someone else’s business.

Brent & Sue Goings

Before we became Ritter’s franchisees, I worked at a large daycare center for a school district. Over the years we started talking about opening our own business. We stated looking at difference franchises, including a bakery franchise. When my father-in-law heard that we were looking at franchise opportunities, he called us and said: “You need to come down and have a look at Ritter’s Frozen Custard!” Not long after, we drove down to Indianapolis and tried Ritter’s. We were very impressed by the surroundings, the friendly people and especially the product. It was just what we were looking for. “Something very good and very different.”

In our first year, there was a learning curve, but we became more and more efficient and felt we were ready to grow. When it came time to open our second shoppe, we realized how important it was to add experienced managers so we could focus on growing our business. It has been a very good transition.

Ritter’s is a fun place to work and those long lines during our peak months really make the time go by quickly. The hours are pretty good compared to other foodservice concepts. Also, the flexibility of owning your own business makes it great for family life. We are able to spend more time with our kids and enjoy our lives move.

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FAQ's

Q. How much money can I make as Ritter's franchisee?

Income level is dependent upon sales volume, the investment, cost, and how well you manage your restaurant and control variable costs. Because of these variables, there is a range in the amount of profit or loss you might expect. Each community provides a unique situation that makes it extremely difficult to project income levels.

Q. How much does it cost to open a Ritter's franchise?

The total investment required to open a Ritter's Frozen Custard Shoppe varies depending upon store type. A strip (inline) center investment ranges between \$358,500 and \$589,400, depending upon square footage and location. The investment for a freestanding prototype is between \$496,000 and \$899,500 plus land and site development cost. These figures are based on historic data and include the franchise fee, leasehold improvement, furniture, fixtures, equipment, signage, insurance, and initial inventory. Due to changing conditions, regulations and local construction procedures, there can be no guarantee that costs will not exceed those shown.

Q. How much of the investment would have to be in cash?

Depending upon your financial situation, the bank may finance up to 85% of the projected start-up cost for a free standing project and 75% of a strip center type location. Ritter's does not offer financing, but we can guide you to potential financing sources.

Q. I would like to have multiple units, how can I get this done?

If you have multi-unit franchise experience, it is Ritter's policy to grant single-unit franchises, unless if you have foodservice or management experience. If a single-unit franchisee has been open for six months or more and is in good standing with TRUFOODS, LLC, we will consider granting an area development agreement for additional shoppes.

Q. Does Ritter's help me find a location, and what should I look for when considering a site?

Real estate assistant is provided for all franchisees. A site selection professional will work with you, as well as with local brokers or developers, to evaluate sites in your market and help identify the proper location for your new Ritter's Frozen Custard shoppe. The most successful locations have high traffic counts, good visibility, as well as high residential and daytime population density.

Q. What are the franchise fees involved in owning a Ritter's?

The franchise fee is \$25,000, which is due upon execution of the franchise agreement. Royalties are 5% of gross sales and paid weekly. There is also a 2% Brand Development Fund contribution that



continued.....

must be paid weekly as well. In addition, you are required to invest a minimum of 3% of gross sales over a 12-month period for local shoppe marketing and advertising. Development fees for multiple shoppes are additional.

Q. What kind of training will I receive from Ritter's?

All franchisees must successfully complete up to a 14 day training program at a certified training store. The program will cover day-to-day operations, cost controls, staffing, labor controls and management skills. All the training will take place in an operating shoppe. To assist in your opening period, we will send one of our Franchise Business Consultants to your shoppe for 7-10 days. Ritter's also hosts an annual franchisee, which brings franchise owners together to discuss opportunities to improve skills and business profitability. It also allows RFC to communicate with all franchisees about new product marketing issues, and operational improvements.

Q. What form of continuing operational guidance will I receive?

In addition to your initial training period, Ritter's will provide a support team that will coach you in various facets of construction, equipment, marketing, advertising, staffing, and training. Ritter's Executive Director of Operations will also make regular visits to counsel you on business issues such as operating procedures, inventory, cost control, profitability, and marketing. To ensure consistency, you will have the right to use our Operations Manuals and will be provided with marketing and operational updates.

Q. What is the term of my franchise?

The initial term is 10 years, which will automatically renew, for franchisees in good standing.

Q. What is the next step?

Please, complete our no obligation application attached in this email. If your initial information is consistent with our guidelines, we will call to schedule a executive team interview. Simply complete the form and send it to the TRUFOODS, LLC office. After our Development Officer reviews your Franchise Application, we will contact you to set up a personal meeting and proceed to confirm your qualifications as a Ritter's franchisee.

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Contact Information:

www.Ritters.com

(800).212.5416



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