



dippin' dots

The ORIGINAL beaded ice cream is the #1 ice cream for fun with kids!

What can Dippin' Dots offer?

Brand Strength:

- Original brand in the beaded ice cream category – invented the concept
- Highest market share in the category among high profile locations: Theme Parks, Major League Sports Venues, Water Parks and other “ Fun Venues”
- Targeted Marketing reinforcing unique brand – Dippin' Dots are “what’s hot” among younger demo. High consumer awareness through high profile media such as “Oprah” among other A-List celebrities
- Tangible Consumer Marketing vehicles such as: print advertising, interactive web campaign aimed at target market (8 years to 18 years of age), consumer friendly website, quality point of purchase materials

Quality Product:

- Great quality ice cream, yogurt and ices (all original flavors copied by competitors in the category)
- Preferred in taste tests against other franchised ice cream brands 2:1 among kids**
- Preferred in taste tests against other beaded ice cream brands as much as 3:1**
- Exceptional quality control standards for product safety
- USDA, FDA approved. Kosher certified
- Manufacturing facility focusing only on ice cream quality and innovation
- New Flavors with only top quality ingredients and inclusions (Oreo® Cookies, Moose Tracks®, etc.)





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What can Dippin' Dots offer?

- Only true Franchise system in the beaded ice cream category.*
 - Ever-expanding product portfolio, including milkshakes, Solar Freeze smoothie parfaits, ice cream cakes and sandwiches, sundaes, and floats.
 - Field training and support
 - Focus: drive same store sales growth and putting More Cash in Your Pockets ("MCIYP")!
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- Franchisees promote local fundraising (non-profits, schools, youth league sports, etc.)
 - Actively pursue partnerships that are congruent with our brand such as Give Kids the World Village®, St. Jude's Children's Hospital and others.
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- Privately held business. Founder & Chairman actively involved and owns several franchised locations.
 - Integrity, passion and cross industry expertise among the management team from consumer brand driven businesses such as: Samsonite, Wilson Sporting Goods, Baskin Robbins, M&M Mars, Häagen Dazs, PepsiCo, etc.

