



Mora Iced Creamery International Franchising

The incredible taste of Mora's artisanal ice cream has been enchanting the United States' Pacific Northwest and garnering national media praise and awards since we opened our first shop in 2005. Made from real ingredients, not artificial flavorings and colors, Mora's ice cream provides the perfect treat – highly pleasurable, lower in butterfat than conventional ice cream, and enjoyed by ice cream lovers of all ages.

Our proven concept is now available to prospective international developers wanting to bring an efficient business with a high quality product, sophisticated and attractive shops, and the full support of a passionate franchise team into targeted markets. Our international developers can focus on building their territory without the concern of creating the product in-house. This is because Mora ice cream is produced at Mora's artisanal creamery, located in Poulsbo, Washington, U.S.A. and made available to your importer. All products are ready to be stored locally and delivered frozen to your franchisees. This process insures that each Mora Iced Creamery shop serves the same high quality products, which allows our franchisees to concentrate solely on operating their business with fewer complications.

The goal at Mora Iced Creamery is not to merely sell ice cream parlors. We are looking for development partners who appreciate the quality of our products, the simplicity of our business model, and who possess the passion and skills to help us grow the Mora brand. Our ideal development partner is someone who has a background in multi-unit business operations, understands the importance of following Mora's standards and processes of our franchise brand, and possesses the business acumen to develop a defined territory of Mora Iced Creamery shops.

In addition to our franchising program, Mora has also expanded into the foodservice market, making our D'Bonaire brand available to businesses both in the United States and abroad. Restaurant and hotel chains, colleges and universities, corporate campuses, tourist destinations, and other similar foodservice channels can now offer our extraordinary ice creams and sorbets to their customers. Our development partner may also have the opportunity to serve as our regional distributor of proprietary D'Bonaire products and retail items within their territory.

Who is the Ideal Mora Iced Creamery International Developer?

- Values the reputation that Mora Iced Creamery has worked hard to earn as a company that provides our customers with extraordinary products, clean and inviting shops, and outstanding customer service.
- Respects and implements the high standards and principles that are the foundation of the Mora culture.
- Can faithfully follow processes and systems, formed through years of experience by Mora Iced Creamery, 100% of the time, subject to reasonably and mutually agreeable modifications based on the laws, customs, and tastes of the particular jurisdiction.
- Has a high level of personal integrity and ethics.
- Has a history of strong leadership qualities.
- Manages relationships with government agencies, vendors, and employees with mutual respect
- Has a management team with a successful record of multi-unit food or retail industry experience.
- Has experience analyzing prime real estate and successfully negotiating leases.
- Understands the cultural, economic, and business characteristics of the market to be developed.
- Has a defined long-term strategy for developing the Mora brand across the development territory.
- Will commit their efforts and passion to responsibly growing the Mora brand in the territory.
- Is proactive and takes initiative in business dealings.
- Has the financial resources and infrastructure to independently fund or access financing for the development growth schedule agreed upon for the territory. The standard minimum development territory is typically 20 shops within a defined territory, and mutually agreeable development schedule with larger territories available in some regions. The Development Fee will be applied to the amount Mora is to receive from the split of franchise fees Mora is to receive based on the franchise agreement for each shop signed in the development territory.



Why Mora Iced Creamery?

- ***Be Part of the Reinvention of Ice Cream:*** Mora is elevating the ice cream shop experience. For the innovative entrepreneur, this is a rare opportunity to take part in an industry transformation.
- ***Offer a Truly Extraordinary Product:*** Mora uses real ingredients, prepared with a combination of traditional slow food technique and modern efficiencies. No flavorings or powders. The result is unforgettable flavor that has garnered national attention and awards in the United States.
- ***Operational Ease:*** All ice creams and sorbets are produced exclusively inside Mora's new Pacific Northwest factory and the finished product is delivered with minimal preparation required.
- ***Opportunities for Large Development Territories:*** We are specifically seeking international development partners who want to assist in growing the Mora brand by developing defined territories. The size of a territory and number of shops is virtually unlimited, with the minimum number of shops in an international development territory being 20.
- ***Powerful Branding:*** Every customer touchpoint, from our signage and ice cream cups to our marketing materials, is designed to be unmistakably "Mora".
- ***Shops for Every Size:*** Whether it be a full size shop, inline, end-cap, or a free standing kiosk, we have a variety of plans, perfect for large area development.
- ***Devoted Customers:*** With more than 50 extraordinary flavors to choose from and generous samples and portions, Mora provides an affordable indulgence that keeps guests coming back for more.
- ***Dedicated Franchising Staff:*** The integrity and respect upon which Mora is built extends to our franchisees, whom we view as valued members of the Mora Iced Creamery family.
- ***Comprehensive Technology:*** Franchisees benefit from a powerful custom POS system that provides sales data, scheduling, inventory and other critical data to analyze all of the business' operations.
- ***Complete Traceability:*** The software at Mora's factory allows us to track every ingredient in every ice cream and sorbet that leaves our facility, for dependable safety.

Unit Franchise Ownership Details (for a full sized 50 flavor scoop shop)

- Typical Square Footage: 800 sq. ft. to 1,200 sq. ft.
- Typical Seating Capacity: 10+ customers
- Average Number of Employees Per Store: 10 – 20
- Franchise Fees: \$30,000 for the first shop, with a descending fee for each subsequent shop, depending upon on the number of shops included in the development schedule
- Royalty: 5% of gross sales
- National Marketing Fee: 1% of gross sales at this time
- Local Marketing Fee: Franchisee is expected to invest a minimum of 2% of gross sales in local marketing campaigns
- Proprietary Items: All proprietary or Mora branded items such as apparel, paper goods, décor items, etc., will be purchased solely from Mora or our designated suppliers
- Retail Sales: Proprietary or branded items may be sold by Mora Iced Creamery online, at grocery stores, and at other retail outlets or by Area Developers, as approved by Mora.
- Estimated cost to open a traditional full sized Mora Iced Creamery shop: \$197,900 to \$399,977, subject to variables such as the size and location of a shop, and necessary leasehold improvements. In addition, Mora requires the franchisee to have 3 to 6 months of rent and 3 to 6 months of operating capital available before opening. (All figures in U.S. denominations)
- Floorplan designs for smaller spaces such as walk-up counters and kiosks are available. Equipment packages, leasehold improvements, and startup costs for these non-traditional sites may be lower than those of full sized scoop shops.



Mora Brand Restrictions

Mora will not allow sales of any Mora branded ice cream or sorbet products, or any other proprietary food products to outside foodservice or retail businesses. All outside sales of foodservice or retail packaged goods will be from our D'Bonaire brand, which are separate and distinct formulas from the Mora brand. This gives the franchised ice cream shops the exclusive right to sell these Mora flavors and formulas.

For More Information Contact

Franchising Department
Mora Development, LLC
Franchising@MoraIceCream.com
206-855-1112 ext. 410
www.MoraFranchising.com

Disclaimer

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