



How to Get Started in the Ice Cream Business

Do Your Homework: It is important to know as much as possible about the competition before you start. Read more in our [Business Startup Kit](#).

2. Take our training course. By the end of the course there will know a lot!



Your training includes our **baking, pastry, confection and light food course** in an intensive, closely supervised program.

3. Join the Family! Become a Franchisee. Franchising is like buying a successful business— You get:

- brand identity
- uniforms
- a product line
- machinery
- tech support
- training, menus
- layout & design
- lease review
- advertising & promotion
- point-of-sale software

The Advantages of Franchising

You know what you get before buying. This usually results in a high degree of customer satisfaction. 94% of all American franchisees consider themselves successful – 75% said they would buy their franchise again if they had it to do over.

Our franchise reduces the stress and eliminates many of the risks of a startup. Our entire technical staff works for you. Preliminary knowledge of ice cream manufacture is not required.

We help design your shop:

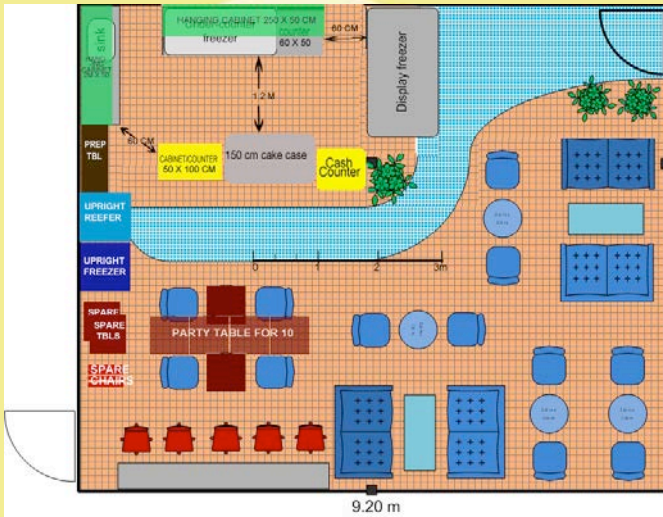


Typical startup from raw space.

Our Exterior design



Completed project



A typical shop floor plan showing a layout designed by us to sell ice cream and pastry, light food, coffee, slush, crepes, ice cream cakes and rolls, soft drinks, milk shakes and custards

Onsite Setup fee: Any startup can be stressful and our staff is available to be on site during the week of startup. When we leave your staff is trained, the machines are all working and the freezers are full of ice cream.

Your Retail Outlets

The size of your startup depends on you. We discuss that with you during training and help you decide what program best fits your needs.

Kiosk or Small Shop?

In malls, kiosk space is sometimes available when shop space is not. If the location is not good, you can move. You can open 2-3 kiosks for the cost of a single shop

The Via Veneto 15 s.m. Kiosk (below):



The Via Veneto offers many products. The ice cream is made elsewhere.

The 21 s.m. Via Veneto Kiosk: Adding 2 meters of length to the kiosk above and make ice cream on-the-spot. This has many advantages. Customers love to watch ice cream being made.

The Dream Maxx 32 sm Kiosk



Drinks

Mediterranean Sodas
 MADE WITH SODA WATER, FRESH JUICE, ITALIAN ALL-NATURAL FRUIT FLAVORS, VERY REFRESHING!
 DEEP BLUE SEA, BLUEBERRY, LEMONCELLO, STARWERRY FANTASY, GOOD APPLE BUZZ, WHOLE RASPBERRY SPRITZER

Granita Slush
 ZINGER ESPRESSO
 STRAWBERRY FIELDS

Coffee
 ESPRESSO
 DOUBLE ESPRESSO
 ICED COFFEE
 AMERICANA
 CAPPUCCHINO
 LATTE
 MOCHA

Tea
 GREEN
 CHAMOMILE
 GINGER

Chocolate
 HOT CHOCOLATE
 OREO CHOCOLATE

Soft Drinks
 COKE, COKE LIGHT, COKE ZERO, SPRITE, FANTA, ORANGE, BOTTLED WATER

Milk Shakes
 CHOCOLATE, COFFEE, STRAWBERRY, MOCHA, VANILLA, BANANA

Fresh OJ Drinks
 SMALL MED. LG
 WITH SCOOP OF GELATO AS MEDITERRANEAN SODA

DREAM CONES GREAT FOOD-GREAT DESSERTS

Viva Mexico!

Dream Cones Mexican Specialties

1-Alarm Chili Con Carne



SLIGHTLY SPICY BEEF CHILI W RED BEANS & CHEDDAR CHEESES SERVED WITH SALAD & CORN CHIPS S.A.R. 19.00

Chicken Burrito



TWO FRESH SAUDI CHICKEN BURRITO, W RED BEANS, TWO CHEESES, LETTUCE, ONION & TOMATTO, SIDE OF SALSA & CORN CHIPS OR RICE. S.A.R. 18.00

Two Corn Tacos & Salsa



TWO BEEF OR CHICKEN TACOS WITH TWO CHEESES, LETTUCE, ONION AND TOMATO, WITH A SIDE OF SALSA S.A.R. 18.00

Beef 'n Bean Burrito



GRILLED BEEF BURRITO, W RED BEANS, TWO CHEESES, RICE, LETTUCE, ONION AND TOMATO, SIDE OF SALSA. S.A.R. 18.00

Cheese-Chili Nachos w Salsa

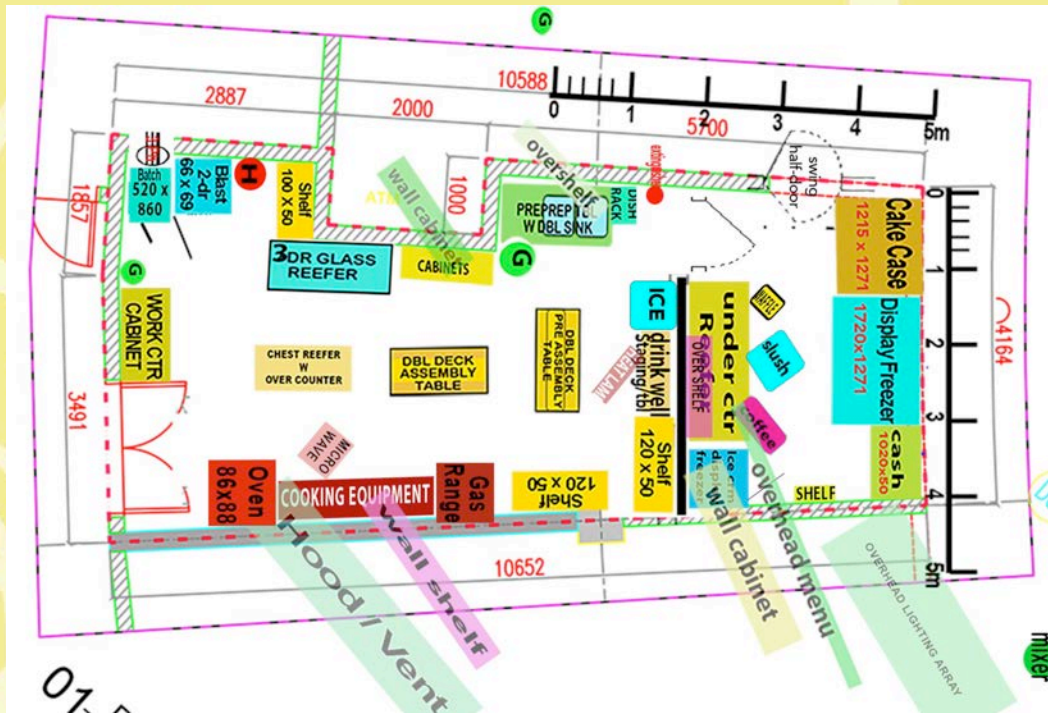


CHEESE-CHILI NACHOS-A GENEROUS PORTION OF BEEF CHILI COVERED WITH RICH CHEDDAR CHEESE ON CORN NACHOS, SERVED W SALSA S.A.R. 12.00

The 32 sm kiosk is large enough to offer our Dream Cones light food menu in addition to ice cream, pastries and other desserts. The food is so easy to make! LEFT: the outside of the menu we provide.

Opening a shop: A larger space must offer a wider variety of products. Time and again, small shops offering a light food menu, cookies, cakes and ice cream are solid winners. We produce highly detailed plans like the one on next page.

We supply every item shown, all the ice cream ingredients, many specialized sauces and we train your chef!



This 50 sq. meter shop offers ice cream, ice cream cakes and rolls, cakes, cookies, coffee and pastry, an 8-item light food menu plus a variety of drinks. Eight tables (not shown) are on the right.

Being a successful ice cream entrepreneur can be profitable, exciting and challenging. People never stop telling you how much they love your ice cream. But, it is a technical business and not easy to start on your own. Join the family! Become a Dream Cones franchisee!

FOR MORE INFORMATION CHECK OUT THESE LINKS:
[THE IMPORTANCE OF LOCATION](#) [SELLING ICE CREAM IS LIKE SELLING SHOES](#)

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