

RITA'S ITALIAN ICE COMPANY

COMPANY INFORMATION

Company Representatives

Nicole Preisler

Territory Covered

Nicole Preisler

Address

1210 Northbrook Drive, Suite 310

Phone

215.876.9308

Fax

Email

n.preisler@ritascorp.com

Retail Use

Quick Serve Frozen Dessert

BROKER INFORMATION

Company

None - we have no national brokers

Company Representatives

None - we have no national brokers

Territory Covered

None - we have no national brokers

Title

None - we have no national brokers

Address

None - we have no national brokers

Phone

None - we have no national brokers

Fax

Email

n.preisler@ritascorp.com

SITE SELECTION CRITERIA

Population Density Preferred

3-mile :over 60,000

Average Income Preferred

\$80,000

Preferred Traffic generators or co-tenants

any grocery anchored

Typical size or range

1,000 - 1,200

Frontage - Min/Preferred/Max

20'

Location preferred within Shopping Center/Mall

End Cap

Freestanding

Type of centers preferred

Power

Specialty/Life Style

Community/Neighborhood

Type of centers preferred

Power

Specialty/Life Style

Community/Neighborhood

Focus of expansion in the next 24 months

Mid-west to West Coast

Number of stores to open this year

50

Number of stores to open next year

50

Current number of stores in chain

over 600

Other Useful Information