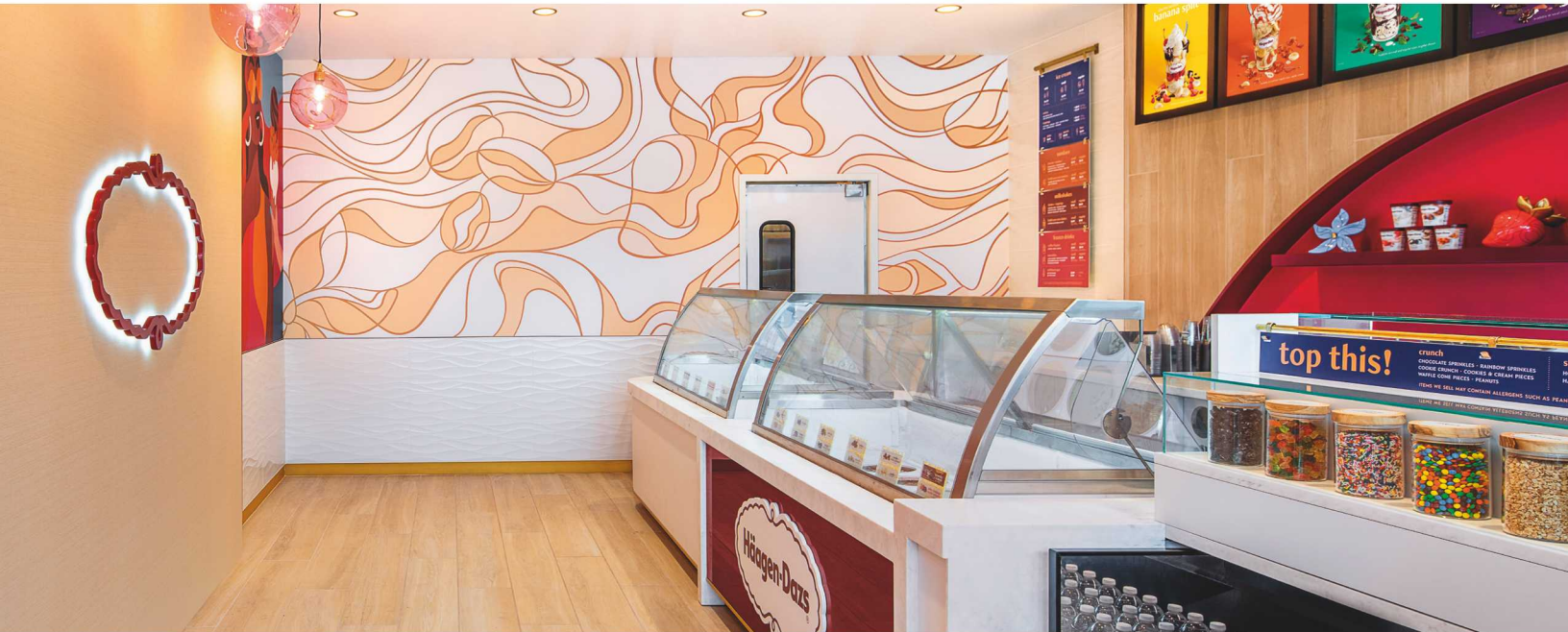




# Have your dessert and own it too.



## Frequently Asked Questions

### Q: How much does a Häagen-Dazs® Franchise cost?

A: Our initial franchise fee is \$30,000. The investment range detailed in our Franchise Disclosure Document (FDD) has a midpoint investment cost of about \$378,643. However, the total initial investment varies based on a number of site-specific factors, like the degree of improvements necessary to ready the Shop premises for build out and the size of the Shop.

### Q: What are the average sales of a typical Häagen-Dazs Shop?

A: The average gross sales for a Häagen-Dazs Shop, as stated in Item 19 of our FDD, was; \$592,742 in 2022. This data is reflective of historical top-line sales information, based on the performance of a subset of Häagen-Dazs Shops during the 2022 calendar year. The subset of Shops used to compile this information consists of traditional Häagen-Dazs Shops that commenced operations on or before January 1, 2022 and were still operating as of December 31, 2022. Please see page 54 of our Franchise Disclosure Document (Item 19 – Financial Performance Representations) for complete information.

### Q: What is the average net operating profit for a Häagen-Dazs Shop?

A: Other than the gross sales information stated above and contained within Item 19 of our FDD, we do not disclose this information to you. However, our goal is to facilitate your due diligence process so that you can independently develop an understanding of store level economics to determine whether or not this is the proper investment for you.

We ultimately place the burden on you to project your own sales and bottom-line performance.

### Q: What will my average operating expenses be?

A: Franchisees must purchase their ice cream from an affiliate of Shoppe Company, which we estimate will account for approximately 20-25% percent of your total cost to operate your Shop. Other major expenses will include rent and labor, as is typical of other retail business. As part of your independent analysis, we will encourage you to contact existing franchisees as well as other business owners in your area to gather information so you can independently derive a range of possible operating costs.







# Timeline



## 1 Application Submission

After you review the information we provide and speak with a representative from Häagen-Dazs, you will be offered the opportunity to complete an application and asked to provide us with third party documentation. Completion of this step is necessary in order to move forward in our process. Documentation may be, but not limited to, bank statements, verification of information provided in the application, etc.

## 2 Applicant Interview

After review, and upon approval, of your application and third party documentation, you will receive an invitation to Häagen-Dazs Shoppe Company Discovery Day at our headquarters in Minneapolis, MN. We will schedule an interview date convenient to both parties and can help with providing options for accommodations nearby. After completion of Discovery Day, we will notify you of our Franchise Award decision.

## 3 Franchise Agreement

Once you are awarded a franchise, we will work to execute a non-location specific Franchise Agreement with you.

## 4 Site Review

You, the franchisee, will have the opportunity to identify a proposed Shop site. We, Shoppe Company, will provide guidelines for analyzing the location and will conduct a site visit.

## 5 Construction

We will provide you with exceptional support in designing the new Shop. Our experienced architect will formalize the construction plans.

Construction may begin after we approve the final plans. Our Construction Manager will work closely with your General Contractor and provide guidance throughout the construction process to ensure that your Shop meets our design requirements.

## 6 Training

We offer a nine day Häagen-Dazs University course that will prepare you and your Shop Manager with the information and tools to be prepared to open your new Shop. The course will be completed before your Shop opens and is held in Minneapolis, MN.

## 7 Shop Opens

Start scooping ice cream, making delicious desserts and have fun meeting your community!

# Financial

## Initial Investment:

	Range
Initial Franchise Fee	\$30,000
Travel & Living Expenses for Application Interview	\$1,189
Travel & Living Expenses During Training	\$3,079
Leasehold Improvements	\$105,000 - \$300,000
Deposits & Licenses	\$7,500 - \$17,500
Equipment, Fixtures & Furnishings	\$50,000 - \$115,000
Opening Inventory	\$6,000 - \$10,000
Insurance	\$1,500 - \$2,500
Additional Funds - 3 months	\$10,250 - \$63,500
<b>Total</b>	<b>\$214,518 - \$542,768</b>

**Note:** The amount of your initial investment will vary depending upon a number of factors, including square footage and configuration (e.g., in-line, kiosk, etc.). A detailed explanation of the information presented here is contained in the Häagen-Dazs Franchise Disclosure Document (FDD).

## Qualifications:

**Minimum of \$200,000 net worth**

(exclusive of primary residence, personal automobile, or personal property)

**Minimum of \$80,000 liquid assets**

## Other Fees:

Royalty Fee	4% of Gross Sales
General Marketing Contribution*	\$5,520 (for a full year; paid in monthly installments)
Local Marketing Contribution	1% of Gross Sales

\*can be adjusted in proportion to changes in the U.S. Consumer Price Index under a formula stated in the Franchise Agreement.

## Contact us

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