

JOIN OUR FAMILY

FRANCHISE INFORMATION GUIDE







R WAY

Mix it

CHOOSE IT. MIX IT. SMASH IT. Love it.





TABLE OF CONTENTS

- From the CEO
- Our Cool Story

6

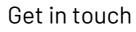
10

13

16

20

- Be Your Own Boss
- Your Journey
- Your Investment
- The Smashing Benefits
- Your Support
 - Your Training
- Testimonials
- The Products
- The Locations
- The Stores
- The Marketing
- FAQ







FROM THE CEO

We are not your typical ice cream store - we are not even an ice cream store. We are a complete experience and we're in the business of smiles. We also believe that you can't be sad with an ice cream in your hand. This core value is something we have kept at the forefront of our brand since 1996, when we first made our mark in Australia.

Our initiative is to source local produce, such as the dairy we use in our ice cream (strictly Australian cows), means we can continue to support Australian farmers across the country wherever we can. Today, we are and continue to remain the largest 100% Australian owned and operated ice cream and treats business.

We don't see our franchisees as just franchisees. We call them our Business Partners, because that's what a franchise is, it's a partnership. Together, we use our passion for ice cream and smiles to create a fun and creative business. If you share this same passion, we look forward to helping you achieve your dream of owning your own business by welcoming you, as a Business Partner, to the Cold Rock Family.



THE COLD ROCK EXPERIENCE UNIONE FOR EVERYON

MIX IN

YUMMY

WITH OVER 300,000,000 POSSIBLE COMBOS TO CREATE, WE HAVE SOMETHING UNIQUE FOR EVERYONE



Choose your ice cream flavour from our wide range of premium ice cream.

Select the Mix Ins of your choosing to be smashed into your ice cream.

SMASH IT ALL UP

Our signature experience. Watch your custom made combo get smashed up on the Cold Rock, right in front of your eyes



Enjoy your custom made treat. As unique as you are, there's nothing quite like it!

CHOOSE IT. MIX IT. SMASH IT. Jove it.

OUR COOL STORY



1996

Cold Rock Ice Creamery founded in Aspley, Queensland



2005

Cold Rock opens in Melbourne, VIC (Wantirna)



2017 Cold Rock Loaded Shakes launched!



Cold Rock opens in Sydney, NSW (The Entrance)



2009

Cold Rock was purchased by us, Franchised Food Company!



Rock Your Dough Raw Cookie Dough lauched!



2003 Cold Rock opens in Darwin, NT (Darwin)



2010 Cold Rock opens in

Hobart, TAS (Hobart)



2022

Cold Rock opens its 90th store and counting

WHAT'S NEXT?! THE POSSIBILITIES ARE ENDLESS, AND WE ARE EXCITED TO HAVE NEW BUSINESS PARTNERS (HOPEFULLY, YOU!) JOIN OUR FRANCHISE FAMILY.



BEYOUR OWN BOSSS!

DO YOU WANT TO MAKE MONEY AND HAVE FUN?

ARE YOU READY TO MIX IT UP AND BECOME YOUR OWN BOSS?

It is no secret that the idea of being your own boss, whilst exciting, can also be very daunting. That is why we have spent the last 25 years developing a successful business model and brand image... and it works!

Joining the Cold Rock family means that you can enjoy all of the benefits of being your own boss, whilst being guided and supported along the way... You won't have to tackle this alone.

From marketing, operations, training, a developed business model, corporate and local support. Oh, and the huge network of business partners who have already walked a mile in your shoes, we have the support to help set you and your store up for success.



YOUR Journey



Quick Expression of Interest form filled in online



Let's Chat



Complete full application form and submit fully refundable application deposit (\$2,500 plus GST)

Operations Meeting (Face-to-Face if possible)

Review Financial Models and Business Plan



8

5

In-store experience

Draft legal documents provided

Final approval meeting

CONGRATULATIONS! YOU'VE BEEN APPROVED AS A COLD ROCK BUSINESS PARTNER. FRANCHISE DOCUMENTS ARE NOW ISSUED AND TRAINING COMMENCES.

YOUR INVESTMENT

Set up costs will vary depending on the size and infrastructure of your chosen location. The total cost of a brand new Cold Rock store is approximately \$239,000 + GST. This fee may vary according to specific site requirements and we always recommend you seek professional financial advice.

Your investment will cover the following

Love It.

- Initial Franchise Fee
- Store design, build and project management
- New Business Partner 3-week training program

On the other hand, if you are interested in buying an existing Cold Rock store, you will need to negotiate the sale price directly with the existing owner of the Cold Rock Store or their nominated business broker. In these instances, Cold Rock will charge a fee of \$2,500 (plus GST) for documentation. Training and any other fees will be paid by the seller.





ROYALTY FEE 6%

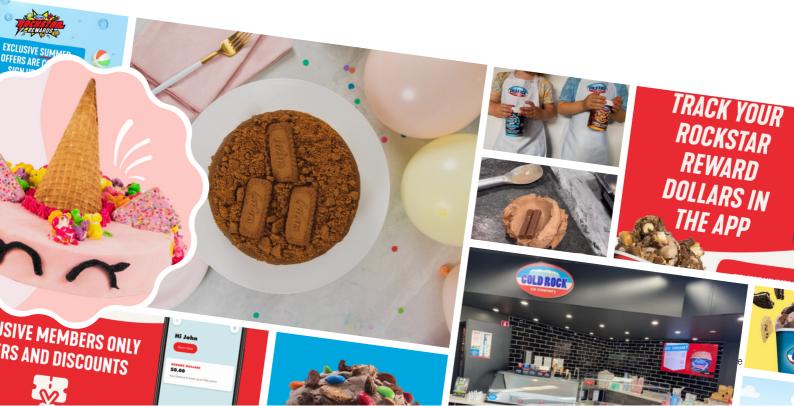
Royalty Fees of 6% of Gross Sales are paid for the use of Cold Rock's support, brand name, trademarks, logos, know-how and operating systems. It also gives our Business Partners (hopefully you), access to new product innovations, systems, product development, purchasing power discounts and continuous expertise and support.

MARKETING CONTRIBUTION 2%

Our Business Partners are required to contribute to a marketing fund at a rate of 2% of Gross Sales. The marketing fund is used to maintain, administer, direct, and develop exceptional advertising and marketing collateral for all Cold Rock stores, across all mediums.

When the time comes for your store opening, our marketing team will create a bespoke launch campaign. Covering everything from local initiatives, public relations, media coverage and visual merchandising. These costs would be direct costs only and the Cold Rock marketing team will assist and coordinate this for you.

Cold Rock offers a complete end to end service from conception to your store's grand opening!



THE SMASHING BENEFITS

AUSTRALIAN OWNED

We are Australia's largest 100% owned and operated ice cream and treats franchise. We are passionate about supporting local communities and suppliers.

ESTABLISHED BRAND & LOYAL CUSTOMER BASE

You won't be starting from zero. We have stores across all states and territories, with a widespread and loyal customer base.

MARKETING SUPPORT

A dedicated marketing team to provide your business with local, digital and other marketing tools. From the opening of your store to birthdays, holidays and national campaigns. Our marketing initiative is tailored to you.

TRAINING

Your success is our success! Without adequate training and continuous development no one can improve. We provide you with a comprehensive 3-week training, covering everything you need to know to make your store successful.

OPERATIONAL SUPPORT

Our Business Support Managers will support you in all aspects of your store prior to and after opening. They will help you achieve and maintain all store procedures and best practices to ensure your success.

BUYING POWER

With the size of our network, we have the ability to create more beneficial partnerships for you and your store. These include produce suppliers, delivery partners, packaging suppliers and so much more.

YOUR SUPPORT

Remember, being your own boss with Cold Rock means that you don't have to develop and maintain everything by yourself. Leave that to our Operations Team, who will work with you to ensure your business is constantly up to date with the newest products, materials, methods and training programs. This ensures, that once again, you do not have to carry the load all on your own. We are here to support you!

Your Operations Team also provide mentoring and support strategies such as:

- Business coaching and development
- HR and retail management
- Strategic assistance
- And other various strategies to ensure the success of your store!



YOUR TRAINING

Your personalised three week training program, covers everything from how to mix and smash to managing your store. Your Trainer will be with you, providing you with support and guidance as you learn everything you will need to know to open your very own Cold Rock store.

We know some the steps are recapped in full but practice makes perfect! We want to ensure that you are comfortable and prepared to open your store and be a success!

WEEK 1

Store Opening Procedures Food Safety & Compliance POS Training Get to know the Products Product Preparation Delivery Platforms

WEEK 2

Recap Week 2 Rosters and Payroll Ordering through Suppliers Team Meetings Social Media & Local Marketing Shifts without Supervision Ice Cream Cake Training

WEEK 3

Recap Week 1 and 2 Soft Opening

CHOOSE IT. MIX IT. SMASH IT. Jove it.



TESTIMONIALS

Don't just listen to us, hear from some of our Business Partners as to why you should join the Cold Rock family! On a mobile? You can click the images to hear more

"SIMPLE BUSINESS MODEL,

AFFORDABLE... OFFER GREAT

SUPPORT FROM HEAD

OFFICE

"THE FLEXIBILITY AND INCOME IS THE BEST THING ABOUT BEING YOUR OWN BOSS AND HAVING THE SUPPORT OF A FRANCHISOR WAS VERY APPEALING"





THE PRODUCTS

WE LOVE A GOOD PUN, BUT THERE IS NOTHING FAKE ABOUT US!



ICE CREAM

Choose It. Mix It. Smash It. Love It! To call a product ice cream it must have over 10% milk fats. Our premium ice cream, is not gelato, it's not low in real milk or a cheap powder based ice cream. It is made using fresh 100% Aussie farmers' dairy.

Our ice cream is made to order through our supplier partners. We do have stores that churn their own ice cream. If you're interested in churning your own ice cream, please let us know during the application process.

ICE CREAM CAKES

Forget freezer aisle ice cream cakes, now it's a celebration!

Our exclusive range of fan favourite and custommade ice cream cakes are all made fresh in-store and are available to order online. As a Business Partner, you and your team will receive extensive training and support on how we create these works of ice cream art. As well as, specific marketing targeted to ice cream cake purchases in your local area.





Yes, technically ice cream can be classified as a dessert. However, we're talking about our range delicious in-store drinks and desserts. We're talking Loaded Shakes, Waffles, Sundaes, Hot Rock Fantasy, Fruit Fantasy, Banana Splits, we've got something for everyone!







WITH STORES NATIONWIDE, YOU CAN CHECK OUT OUR <u>FULL LIST OF STORES ONLINE</u>

On a mobile? Click to view now

COLD ROC

OLD

COLD ROC

COLD ROC

THE STORES

Cold Rock offers different store formats to ensure that our Business Partners match with the right business model and market opportunity.

STANDALONE STREET

FRONT STORES

These are our preferred precinct and can be from as small as 50 sqm to as large as 250 sqm Although Cold Rock is a destination, we have found that the most successful stores tend to be standalone stores in relatively high traffic areas.

KIOSKS AND FOOD PRECINCTS

Food-courts in shopping centers are a no no for Cold Rock. Their compulsory trading times do not align with Cold Rock's. But, Food Precincts are great! Areas where trading hours are longer and food can be purchased are ideal for enjoyed a Cold Rock treat – particularly evenings and weekends.



THE MARKETING

IF YOU'VE HEARD ABOUT COLD ROCK, MARKETING IS THE REASON WHY

Marketing our brand is crucial to ensuring your success now and into the future. All our marketing strategies are put in place to maximise brand awareness and drive customers either into your store or to make a purchase online via our website.

To ensure that we achieve this and do this best for our Business Partners' we utilise the following;

- A Dedicated in house Marketing Team
- Various external resources on retainer
- A National Marketing Calendar
- Ongoing online and social media strategies
- Local Area Marketing Support, including access to send bespoke offers directly to your individual store's database via Cold Rock's very own app.

THE INNOVATION

Our priority is to continue moving forward and investing more into new innovations to ensure that we are providing Cold Rock customers and our Business Partners with a better service and experience. Whether that is through our digital app and loyalty program (hello Rockstar Rewards!), improved sustainable and eco friendly packaging options made here in Australia, better quality products or Mix Ins.

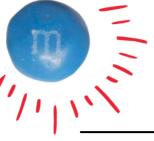


On mobile? Click the image to download today!











IS THE APPLICATION DEPOSIT REFUNDABLE?

Yes, the application deposit is fully refundable at any stage throughout your recruitment process. Your deposit will be non-refundable once you are issued with franchise documentation (including your bespoke Franchise Agreement). This money will be applied towards the costs Cold Rock reasonably incurs in selecting and inducting you as a business partner.

As of 1 January 2023, the application deposit is \$2,500 plus GST. Please note that the application deposit is reviewed annually.

WHERE CAN I OPEN A COLD ROCK STORE? DO I NEED TO FIND A LOCATION BY MYSELF?

We are constantly growing and are always interested in opening more stores across Australia. However, they have to be in the right precinct. If you feel you have the right location, let us know and we can work together to make it happen. Alternatively, our team can absolutely help you source the right location for you or put you in touch with the right person to help you.

DO I NEED TO WORK IN THE STORE?

Cold Rock stores are not suited to a passive income, so ideally we say yes! We're looking for Business Partners who are passionate about our brand and want to be involved in the day-to-day operation of their store. From experience owner-operators need to spend a minimum of 20 hours a week in their store.

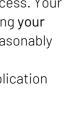
Some of our Business Partners own and operate multiple Cold Rock stores, so they rely on store managers to assist them in running their business and cannot be present in all stores all the time.

WHAT KIND OF RETURNS CAN I EXPECT AS A COLD ROCK BUSINESS PARTNER?

There are a number of different factors that can contribute to returns you can earn as a Cold Rock Business Partner. We have identified certain key performance indicators which are monitored in order to help maximise your profitability. As a new business partner, it is important to have realistic expectations about your initial income. Remember Rome wasn't built in a day, your continued commitment and effort will help you achieve success.

DO I NEED CASH OR EQUITY TOWARDS THE PURCHASE OF A Franchise?

Yes, you will need to have access to at least 50% of the total investment cost. Seeking professional advice, you may have this in actual cash, funding from family and friends, equity in your home/investment properties or a combination of all. We will require proof of funding levels within the recruitment process.







CAN I GET HELP TO FINANCE MY COLD ROCK STORE?

Yes. The benefits of becoming a Cold Rock business partner are that as an established business, we have great relationships with several financial institutions Australia Wide. We have preferred financial brokers who are accredited with financial institutions across all tier levels. If you would like us to help facilitate introductions, please let us know once you have submitted your application.

HOW LONG DOES IT TAKE TO OPEN A COLD ROCK ICE CREAMERY?

It really depends on your circumstances. On average, it will take 12 weeks from the time you sign your bespoke franchise agreement and lease, to the time you can open your doors. Please keep in mind that finding suitable locations, dealing with local council and other parties involved can take time.

CAN I OWN MORE THAN ONE COLD ROCK STORE?

Yes! But let's start you with one 🙂

Once you have proven yourself to be capable of upholding the Cold Rock brand standards and policies, creating a profitable and sustainable business, we will happily give you the opportunity to expand.

IS IT ESSENTIAL THAT I HAVE FOOD AND/OR RETAIL EXPERIENCE?

No!! While good customer service is essential, it is not a requirement to have any food experience. We want to set our Business Partners up to be successful in owning and operating their own store. Our training programs and ongoing support and guidance prepares you just for that!

DO I HAVE TO BE AN AUSTRALIAN CITIZEN OR PERMANENT RESIDENT OF AUSTRALIA TO FRANCHISE WITH COLD ROCK?

Yes, you will need to hold either Permanent Australian Residency or be an Australian citizen to enter into a Franchise Agreement with us.



GET IN TOUCH

OLD ROCK

ice creamery

We know there's a lot to consider when considering starting your franchising journey and we are here to support you. If you have any questions or want to clarify any point, we'd love to hear from you!

newbusiness@ffco.com.au



1300 003 326

