

Frequently Asked Questions

FREQUENTLY ASKED QUESTIONS

Q: Why an Uncle Louie G Business Opportunity?

A: Operating an Uncle Louie G Franchise Alternative gives you access to turnkey support and a proven business model that may be hard to find on your own. Being part of a Name Brand provides brand recognition that will draw in more customers and lead to your success. The International Franchise Association also found that 94% of franchisees consider themselves successful.

Q: Is an Uncle Louie G Business Opportunity for me?

A: An Uncle Louie G Franchising Alternative is an effective personal and business strategy to help you achieve your dreams and ambitions. During your evaluation of your business opportunity, you will be asked to examine if Uncle Louie G can help you achieve your short and long term goals and objectives. We enlighten and educate each candidate so they can make an informed business decision about Uncle Louie G based on our Mission, Core Values, and Brand Strategy.

Q: What is the turn-around time to open an Uncle Louie G Dipping Store?

A: It normally takes from 2-4 weeks to identify a site, negotiate a lease, obtain the necessary permits, build out the site to specifications, and complete all other steps to prepare your Dipping Store for opening day. This will vary depending on the condition of the space upon possession, the availability of labor, equipment and materials, the availability of good sites in your market, and other market conditions.

Q: How many square feet are required for an Uncle Louie G Dipping Store?

A: This is dependent on the configuration of your store. We have successful stores operating in as little as 300-400 sq. feet. Ideally, 500-800 sq. feet would be the average.

Q: What kind of support will I receive after I sign the agreement?

A: You will have ongoing access to our expertise and materials in the areas of: Business Development & Administration, Site Selection & Store Leasing, Construction, Purchasing, Training, Store Operations, Quality Control, Promotions, Marketing, and Research & Development.



917-364-7565 • dinoices@aol.com • www.unclelouiegee.com

We're Here to Help

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Our growth strategy at Uncle Louie G focuses on enhancing not only our Brand's awareness but extends to aiding every franchise alternative proprietor to find the best location possible. To that end, we have some of the best real estate specialists that will help look at local trends and demographics as well as assist you in site selection. Our Dipping Store locator assistance and Dipping Store layout is designed to drive maximum traffic with minimum overhead. Additionally, Uncle Louie G continually offers new and existing owners assistance and consultation.

Here are some of the things you can rely on us to help you with in addition to site selection and lease negotiation upon signing of a Franchise Alternative Agreement:

- Turn-key store design.
- Marketing support tied to calendar of events and ongoing key Brand building initiatives.
- In-depth training in the areas of Operations including P&L management, cost of goods and labor controls.
- Periodic visits from field operations representatives to consult on operations and marketing to help increase profitable revenues.
- Ongoing tips for crew training to ensure customer satisfaction and long term customer loyalty, including suggested selling techniques for new products.
- The opportunity to network with experienced peers who enjoy sharing knowledge to benefit fellow owners and the organization.
- The opportunity to co-brand with other Brands in the Uncle Louie G portfolio.

OPEN COMMUNICATION

We believe communication with our Business Opportunity Partners is a top priority. Emphatically, our business philosophy is to encourage an open dialog between you and the entire Uncle Louie G Startup team. Healthy communication is the foundation for most relationships. Most importantly, we want you to create a thriving, successful business that offers the ultimate memorable guest experience. We work diligently to constantly Brand and create emotional ties with Uncle Louie G's customers so you have not only a customer, but a customer for life.



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Uncle Louie G Financial

Uncle Louie G offers a "Business Opportunity License Agreement" as opposed to a typical "Franchise Licensing Agreement." It differs in that Uncle Louie G does not collect weekly franchise or royalty fees from business owners. When you are approved as a licensee, there is a single setup fee of \$12,500, and then \$5,000 for each consecutive store opening.

The setup fee reserves your defined territory for one year to allow you time to open your retail operation. It also covers ongoing corporate support that includes access to our expertise and materials in the areas of: Business Development & Administration, Web Site Development and Expansion, Site Selection, Store Leasing and Construction, Training, Store Operations, Quality Control, Licensee Compliance, Promotions, Marketing, Research and Development.

Upon approval, you will be required to establish your retail Uncle Louie G Dipping Store, within the approved territory, according to our prescribed guidelines, within the one year territory reservation period. To maintain your position in good standing, you will be required to purchase and sell only those products available from and follow the current rules and regulations set forth by Uncle Louie G Corporate while operating an Uncle Louie G Dipping Store.

Initial start-up costs vary depending upon location, size, type and other factors. Please contact your Uncle Louie G Business Opportunity Manager for details.



Uncle Louie G Mission Statement & History

THE BEST ITALIAN ICES & ICE CREAM IN AMERICA: MISSION STATEMENT

Uncle Louie G will be the leading provider of gourmet quality dessert and snack items, worldwide. Just as Uncle Louie G products are known for quality, Uncle Louie G, Inc. is known for professionalism and profitability. From the founders, to our strategic partners, affiliates and vendors, to the cashier who rings the register, Uncle Louie G is a valued and accountable member of our expanding family. Together we will accomplish our mission, attain our goals and, of course, most important of all, have some fun along the way!

THE UNCLE LOUIE G STORY

Brooklyn, 1959: Imagine yourself in the old neighborhood. It's summertime and it's sweltering. An open hydrant beckons kids from a 3 block radius to take their turns running through the cool, gushing water. From stickball on the street to sitting on the stoop, of all the memories of childhood, the treat of all treats, the taste that made summer what it was in all its sweet goodness, was Italian Ices and Ice Cream. Remember when that's all it took to make everything OK, even the summer heat?

Even back then, Louie G's search for tasty perfection had already begun. It wasn't long before Louie G started making his own Italian ices and ice cream, leaving those stickball games just a little bit earlier so he could meet the gang back at the stoop with his latest creation. The crowds grew and grew, but no matter how many people showed up on those warm summer nights, Louie G always had a taste for all.

As time passed, the old gang continued to gather around Louie G's stoop. As word spread about Louie G and his homemade Italian ices and ice cream, visiting him became part of a summer day, and he became a Brooklyn attraction. In time, the local kids took to calling him Uncle Louie G as a show of respect and affection.

Louie G wanted to start an Italian ices and ice cream business several times, but hesitated each time. He thought that making it in large batches, would never taste as good as the idea. But remembering that great feeling he had as a boy in Brooklyn, the close-knit community, friends, family, and fun, he decided he had to share his delicious Homemade Gourmet Italian Ices and Ice Cream creations with the world.

As those kids grew up and had kids of their own, it wasn't long before Uncle Louie G was known throughout Brooklyn. As demand grew for his Italian ices and ice cream, Uncle Louie G opened a dipping store to accommodate the throngs of people clamoring for a taste of his treats. To this day, he'll gladly give a free taste of any flavor, just as long as you're smiling.

Strictly following his proven recipes, the excellence of Uncle Louie G Homemade Gourmet Italian Ices and Ice Cream is consistently maintained. His uncompromising selection of wholesome ingredients has enabled Uncle Louie G Homemade Gourmet Italian Ices and Ice Cream to expand to over 45 stores in 18 states. As the steadily growing number of satisfied customers and successful Franchise Alternative proprietors attest, a single taste of Uncle Louie G Homemade Gourmet Italian Ices and Ice Cream treats creates loyal, repeat customers.

But don't take our word for it. Visit any Uncle Louie G Homemade Gourmet Italian Ices and Ice Cream Dipping Stores for a free taste and Feel Like a Kid Again!!

