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 $353,643. 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, is $538,567. This data is reflective of historical top-line sales information, based on the performance of a subset of Häagen-Dazs Shops during the 2019 calendar year. The subset of Shops used to compile this information consists of traditional Häagen-Dazs Shops that: (1) were in operation during all of the 2019 calendar year; and (2) with respect to which we received sales information for all of the 2019 calendar year. Please see page 52 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.
GET STARTED

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

QUALIFICATIONS

- Minimum of $200,000 net worth (exclusive of primary residence, personal automobile, or personal property)
- Minimum of $80,000 liquid assets

Initial Investment:

| Initial Franchise Fee | $30,000 |
| Travel & Living Expenses for Application Interview | $1,159 |
| Travel & Living Expenses During Training | $2,749 |
| Leasehold Improvements | $55,000 - $300,000 |
| Deposits & Licenses | $7,500 - $17,500 |
| Equipment, Fixtures & Furnishings | $55,000 - $115,000 |
| Opening Inventory | $6,000 - $10,000 |
| Insurance | $1,500 - $2,500 |
| Additional Funds - 3 months | $10,250 - $63,500 |
| **TOTAL** | **$164,518 - $542,768** |

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).

Other Fees:

- **Royalty Fee**: 4% of Gross Sales
- **General Marketing Contribution***: $5,520 (for a full year; paid in monthly installments)
  *can be adjusted in proportion to changes in the U.S. Consumer Price Index under a formula stated in the Franchise Agreement.
- **Local Marketing Contribution**: 1% of Gross Sales

Contact Us

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