



Why Ice Cream

The global Ice Cream market is forecast to grow by 4.9% from 2020 – 2025 with North America being the world's largest consumer of ice cream.

This is a very encouraging statistic for Celtic Creamery, however, what is more interesting; is according to Mordor Intelligence Research

'Sales of low-quality Ice Cream is declining due to the increased preference for premium ice cream rather than sales of a basic variety'

Happily, these figures show a trend suggesting growth for a Brand like Celtic Creamery.

However, for a truly successful business, a great product is only part of the equation.

The second, of course is YOU!



Who are we

Celtic Creamery is the brand name that people associate with amazing ice cream. The first parlour opened in Carolina Beach, North Carolina in 2018 with both turnover and reviews exceeding all expectations. The originality of Celtic Creamery has been a footprint for our continued success over the subsequent years

The Irish market in the USA is enormous and supportive of any Irish products

We are passionate about the ice cream and have developed a 'tried and tested' business model which we hope to franchise throughout the USA. We have a stunning product and inspired point of sale which offers prospective franchisees a unique opportunity to become part of the Celtic success.

As a member of the Celtic family you would be guided throughout the whole process of setting up and running your own Franchise. From this strong scaffold of support, you would be assisted in finding a suitable location, layout of premises, guidelines on décor and internal design. There would training in manufacture both at the Celtic Creamery Signature Store in Carolina Beach and in your own store. All associated training will be tailored to meet individual needs ensuring an outstanding quality of product and service.

Support will be ongoing and as a franchisee you will feel secure in the knowledge that you will have a very open and fluid communication system to both the head office and other franchisees in the group. A comprehensive handbook on systems

and procedures will be provided giving clear guidelines from concept to opening.

Celtic Creamery has been forged through an ethos of commitment to the product and support between colleagues. This is the ideology that forms the backbone of Celtic Creamery's dynamic success.

Why join the Celtic Creamery family

At Celtic Creamery we have a tried and tested formula for success based on a proven business model.

Our original products and unique recipes are the foundation of the Celtic Creamery Brand assuring the public of our instantly recognisably signature for quality.

The Celtic team will give assistance with the primary and secondary market research needed to determine the viability of a location and agree assurances for exclusivity of the desired area.

Training and support will be given prior to opening a store and also as a natural on-going process throughout the Franchisee journey. Initial training can range from 72 – 100hr depending on individual needs. This will be held both at the Celtic signature store and at individual stores.

Step-by-step procedures for opening and running a Celtic Creamery franchise are clearly presented in the comprehensive operational and production manuals, with updates and additions as circumstances dictate.

Guidance for store builds or store refurbishments ensuring the best ergonomic design will be fundamentally integrated into the opening process.

Celtic Creamery use on-site production methods using pre-portioned materials guaranteeing ice cream quality and consistency.

Economies of scale can be integrated into systems, through group rather than individual circumstances

Support will be embedded should there be logistical, production and supply complications.

Celtic Creamery has an open and fluid systems of communication between stores and with the Celtic team

Staff requirements may vary from 2 – 20 employees depending on the franchise size. Employee handbook and H R guidelines are also an integral part of training.

Recommendations can be suggested and discussed through analysis of data generated by individual Franchisees.

Celtic Creamery commit to give assistance and support with local and digital marketing

Compliance with legal documentation, registration and obligations, i.e. FDD, Federal licence to Franchise, trademark, copywriting etc.

Initial cost considerations

The guideline for operational investment is in the range of \$117,750 - \$242,000

This guideline is without doubt a movable sum.

Consideration with regard to the type of location and the nature of the building will play a major role in the costing equation.

Production costs and general equipment costs are mostly standard.

Franchise Fees

Initial investment fee of \$35,000 - Veterans \$20,000

(Discount for multi-stores or subsequent stores)

Royalties 5% Gross sales

Local marketing 1% Gross Sales

We would welcome the opportunity to discuss any questions regarding Celtic Creamery.

If you require further information please contact us at the below address

Franchise Administration Department

Celtic Creamery Investments LLC

201Lake Park Blvd

Carolina Beach, N C 28428

Or email us at

jeff@celticcreamery.com

joanna@celticcreamery.com

'The only limit to your success is your enthusiasm'

Pre-Opening Guidelines

Interest in becoming a member of the Celtic Creamery Franchise



Gap in the market



Considerations for potential Celtic Creamery locations

Population
External Appeal
Basic Costing

Competition
Accessibility
Availability

Suitability
Internal Desirability



Review of proposed location and business potential

Discussion with Celtic team

Franchise Disclosure Document



Detailed Start-up Costings

Internal / External

Brand Alignment

Production Service area Consumables Shop Floor External

Legal requirements

Local regulations and legalities

Cost of compliance



Re-modelling



Franchisee Training prior to opening

Carolina Beach Training

In Store Training

Grand Opening Support

(FCPop1)