



**FROST.**

*A Gelato Shoppe*



**FROST ANYWHERE?**

**#1 GELATO SHOP IN THE U.S.**



# THE FROST GELATO STORY

Frost Gelato was started by two childhood friends after graduating from The University of Arizona in 2005, we knew we didn't want to work for anyone but ourselves, so we thought, what was the most universal business idea that we could come up with that everyone loves.

I scream, you scream, we all scream for Gelato!

Our first goal, as gelato was and still is somewhat limited to the American culture, was to create the most authentic Italian experience, yet with adding a new and exciting take on creative production of blending old world flavors with new age culinary advancements.

Being the founders of Frost, we realized right away that there was something missing in the frozen dessert category. From our travels, we realized that the gelato and ice cream industry was missing one crucial detail, as it's not just only about the product, you also have to execute on the ambiance, service and the location – all needing to come together to create a memorable experience.

We create authentic award-winning gelato with a story to tell. An experience that will leave you with a taste of Italy.

Jeff & Stephen

# THE FROST GELATO CONCEPT

## A FRESH ITALIAN / AMERICAN BRAND

Frost Gelato is a timeless, modern inviting brand. After 18 years in business there has been very little needed to update the design of the store. The use of its colors, design and craftsmanship has grabbed the attention of its consumers and landlords alike.

The Frost brand has established itself as the #1 Gelato shop in the U.S. according to the World's biggest gelato ingredient supplier. Frost has also been Voted, Best Gelato in America!

The company's ability to create a first-class design has propelled them to an International Brand which you can find amongst the most prestigious global brands.



# "WORLD'S BEST GELATO"

(JUST ASK ANYONE!)

Frost Gelato's vast array of offerings is nothing short of a "Wow" affect. Their 39 flavor offerings daily are displayed in their authentic, specifically designed, gelato cases, to make it feel as if you were walking into the finest jewelry store to select your rare gems.

Besides the unique and sophisticated gelato and sorbet flavors, Frost offers a variety of gelato and coffee related products, such as the Italian favorite Affogato, divine milkshake combinations and even Spaghetti & Meatballs (Frost style, of course).

A few other unique items offered are the glorified bon bons, which they call Frost Bites which are impossible to resist and custom made to order gelato cakes for any type of celebratory event.



# THE FROST X FACTOR

Disney



GUCCI



Movie Premier



Product Placement

Montage

HOTELS & RESORTS

INTUIT



# MEET THE MASTER



**MASTER GELATO CHEF:**  
**NAZARIO MELCHIONDA**  
(BOLOGNA, ITALY)

Our Master Gelato Chef, Nazario from Bologna Italy has helped us create all our proprietary recipes. His 30+ years of gelato making and industry experience (18+ years with Frost and going...) has given us the ability to source the finest ingredients to bring flavors such unique flavors as Sicilian Pistachio, Alpencaramel, Gianduia, Olive Oil infused with Honey and Pistachio, and Bagigi Peanut (Award winning), just to name a few.

The authentic production process that we use that Nazario taught us and the fact that we make our product on site-fresh daily gives Frost the reputation that our Gelato is the best gelato in the world. The many guest who frequent Frost always say the Frost Gelato is better than any gelato they have had in their travels to Italy. This is a direct result of Nazario's influence are our ability to have that home cooked philosophy in each and every location globally.

# THE FROST EXPERIENCE

ALL OF OUR RAW INGREDIENTS ARE IMPORTED FROM ITALY  
AND OUR PRODUCT IS MADE ON SITE DAILY AT EACH LOCATION

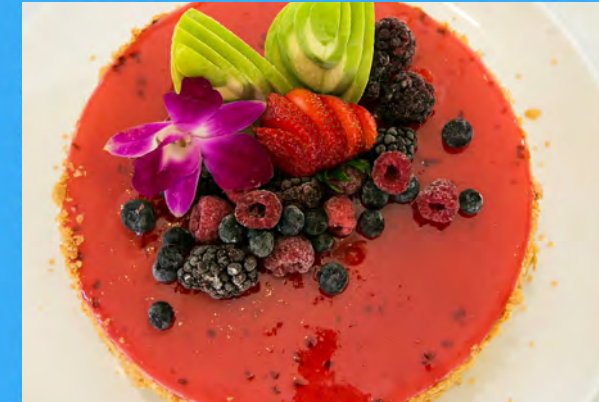


...MADE FRESH DAILY



# FROST BY THE NUMBERS

- ◆ STORE SALES EXCEED \$1,000 SQ/FT
- ◆ AVERAGE STORE SALES ARE \$950,000 - \$1,800,000
- ◆ SERVING BETWEEN 500 - 2,000 GUESTS PER DAY, 10 YEARS RUNNING
- ◆ MINIMUM 5% ANNUAL SALES INCREASE PER STORE,  
UP TO 25% PER STORE, YEAR TO YEAR (WITHOUT A PRICE INCREASE!!!)
- ◆ \*#1 GELATO SHOP IN THE U.S. (\*SALES FLOOR ONLY)  
ACCORDING TO OUR ITALIAN RAW INGREDIENTS SUPPLIERS  
(ONE OF THE LEADING SUPPLIERS IN THE WORLD)





# AWARDS & ACCOLADES



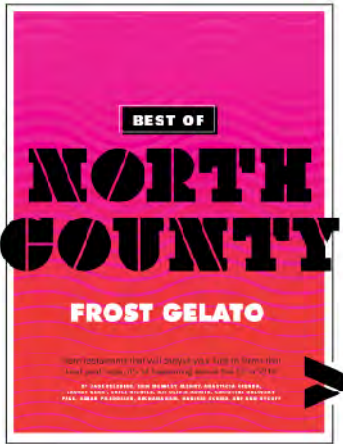
3 Years in a Row



Listed as One of the Best  
Ice Cream/Gelato Shops in the U.S.A.



Listed as One of the  
Top Chocolate Shops in the World



VOTED TUCSON'S BEST  
16 YEARS IN A ROW



2 Years in a Row



SALT  
LAKE  
CITY

ORANGE  
COUNTY

PHOENIX

ALBUQUERQUE

TUCSON

HOUSTON

DALLAS

AUSTIN

RICHMOND

LEBANON

JORDAN

EGYPT

KUWAIT

BAHRAIN

UAE

SAUDI  
ARABIA

QATAR

OMAN

COMING SOON!



FROST®

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