

The History of Del's Lemonade

Great-Grandfather DeLucia made the earliest Del's Frozen Lemonade in 1840 in Naples, Italy. During the winter he carried snow into nearby caves and insulated it with straw. When summer arrived and the local lemons were ripe and flavorful, he mixed their juice with the right amount of sugar and snow, making a refreshing drink which he sold at the local market. Fruit ices remain popular throughout Europe yet none is more popular than one made with fresh lemon juice which produces the most delicious and thirst quenching treat.

Grandfather DeLucia brought the concept of Del's Frozen Lemonade to America at the turn of the century. Angelo DeLucia, his son, soon began work on a machine to produce Del's Frozen Lemonade and on a method of making Del's Frozen Lemonade a consistently excellent product. In 1948, Del's Frozen Lemonade acquired its name and became the sole product sold at a little stand in Cranston, Rhode Island. Soon Angelo had devised the first mobile units to dispense Del's anywhere where there were thirsty people.

In just a few years Angelo's son, Bruce, entered the family business and together with his father's help, has made the franchise business flourish and grow. Now there are approximately 30 franchises providing Del's Frozen Lemonade to thirsty travelers, to kids after baseball games, and to families relaxing on summer evenings.

This year, Del's will squeeze more than two million fresh lemons to make the unique frozen lemonade everyone enjoys.



1260 Oaklawn Avenue, Cranston, R.I. 02920
401-463-6190

Our Product- Quality and Value

Every day, we squeeze fresh lemons and mix the juice according to Angelo DeLucia's exacting formula to produce Del's Mix which is of consistent quality and taste. We add no artificial flavorings or colorings. The great taste of Del's Frozen Lemonade comes from the freshness and quality of the ingredients. The Del's Mix is then refrigerated to preserve its quality until it is shipped to a Del's location. As an alternative, we have created a dry Del's mix for franchises located a long distance from Del's headquarters.

At each Del's location, we rigorously enforce strict cleanliness standards, careful handling of the Del's Mix, and proper methods of freezing the mixture to preserve the goodness already built in. Del's Frozen Lemonade is made in small batches throughout the day in a special machine according to our exacting instructions so as to ensure the finest and freshest product. When your business is built around a single product, it must be perfect every time!

We also sell a small number of other items, all designed to be good accompaniments to Del's Frozen Lemonade and to give you a good return. Among these products are pretzels, nachos, and chips.

Our price is reasonable, our product wholesome and delicious. Our growth and our success rest on that simple formula.



1260 Oaklawn Avenue, Cranston, R.I. 02920
401-463-6190

Our Business Concept- Simplicity and Organization

A Family Business

We have developed this business ourselves over a period of many years, and we have learned a great deal about what it takes to succeed. Some of the key factors are the personal touch, the neighborhood emphasis, and the willingness to maintain high quality. We take great pride in our name and reputation, and this is why we have chosen to expand through franchising. We want franchisees who have real personal interest in what they do, and we in turn are very committed to your success and growth.

Organization and Efficiency

We have a fully developed program, we provide full training, and we protect our name by monitoring all locations. We will provide you with marketing suggestions to improve your efficiency, and we will supply information about fairs, church outings and other local events to which you should send your mobile units. We will support you with advertising programs, and will be available to advise you whenever problems arise.

The Right Stuff

Our business is brisk and our schedule busy during the warm weather, but there are many rewards. For one thing, you will be self-employed and will enjoy the independence and freedom that implies. You will be in constant contact with people and the hours will seem to fly by because you will be busy.



1260 Oaklawn Avenue, Cranston, R.I. 02920
401-463-6190

Our Program- Training and Support

As a member of the Del's Lemonade franchise network, you will be provided with a complete program. This will include the use of our name and logo, and the use of all the procedures and methods we have developed and refined. You will also be granted territory in which we will open no other franchises.

Training and Start-Up

We will provide a training program where you will receive instructions in purchasing materials and supplies, preparation and presentation of Del's Lemonade, operation of mobile units, and facility maintenance. You will be fully prepared to administer your business including hiring and personnel management and office practices and bookkeeping methods.

We will assist you in finding a suitable location, we will provide specifications and assistance in facility remodeling, and we will assist you in ordering your initial equipment, inventory and supplies. During start-up, we will assist in the preparation of advertising and promotions and in staffing and daily operations.

Ongoing Services

After your business is successfully launched, you will continue to receive the benefits of belonging to Del's Lemonade franchise network. We will make regular visits to your location to advise and offer help with any problems you may encounter. This field supervision will also aid you in maintaining the high quality standards necessary to promote good business and to protect our reputation for excellence.

We will keep you informed on a regular basis of new developments in our business and will share with you each new technique and method we develop. We will provide you with ongoing advertising support in both local co-op programs and national advertising.



1260 Oaklawn Avenue, Cranston, R.I. 02920
401-463-6190

Some Questions and Answers

HOW DO I GET STARTED?

First, complete and return the enclosed application form. After we receive your applications, we will contact you to arrange a personal meeting to discuss all of your questions.

DO I NEED ANY SPECIAL TRAINING OR PREVIOUS EXPERIENCE IN FOOD SERVICE TO BE SELECTED AS A FRANCHISEE?

No. We will teach you all that is necessary to operate your business. All you need is a willingness to learn, willingness to work hard, and dedication to doing a first rate job.

DOES DEL'S HAVE MANY LOCATIONS?

We have two company-owned shops and approximately 30 franchises (July 2010).

CAN I OWN MORE THAN ONE FRANCHISE?

Yes.

CAN I CHOOSE MY OWN LOCATION?

Yes, subject to Del's approval and availability.

MAY I OBTAIN MY OWN BIDS FOR REMODELING AND FIXTURES?

Absolutely. Also, we will provide you with specifications for fixtures, layouts, colors, signage, etc.

WHAT SUPPLIES WILL I BE REQUIRED TO PURCHASE DIRECTLY FROM DEL'S?

The Del's Mix must be purchased through us. Other products must meet our specifications and may be purchased through us, often at substantial savings, or may be purchased independently.

DO YOU REQUIRE THAT I OPERATE PUSHCARTS?

We do strongly recommend that each franchise operate pushcart units every day. Our experience indicates that this is an essential component of a successful location.



1260 Oaklawn Avenue, Cranston, R.I. 02920
401-463-6190

Some Questions and Answers

~continued~

WHERE WILL I BE TRAINED?

Prior to starting the franchise, you will receive complete training in the operation and management of the business at our worldwide headquarters in Cranston, Rhode Island.

MUST I BOTH OWN AND OPERATE THE FRANCHISE?

We strongly prefer franchisees who intend to operate their locations themselves. We have built our reputation on neighborliness and high quality standards. We feel that the personal involvement and commitment of each franchisee is essential to continuing this level of excellence.



1260 Oaklawn Avenue, Cranston, R.I. 02920
401-463-6190



Lemonade & Refreshment, Inc.

1260 Oaklawn Avenue, Cranston, R.I. 02920

401-463-6190

Fax 401-463-7931

www.dels.com

I am proud to introduce you to Del's Frozen Lemonade and to our franchise program. We can offer you an outstanding business opportunity, and the personal satisfaction of running a business of your own.

Our family has been "in lemonade" for decades, and the business has grown and developed steadily over the years. We began franchising over 40 years ago, and have discovered that the business we find so enjoyable and rewarding offers the same advantages to the franchisees in the Del's Lemonade family. Some of the features which make our business special include:

- Simplicity of operation
- A superior product
- Free time between seasons
- People contact and community recognition

We market a fresh, wholesome, all-natural frozen juice-base product that is popular with people of all ages and tastes. We insist on the maintenance of the highest standards of cleanliness and quality so that our customers receive a consistently delicious serving each and every time, at any Del's location. We believe that there is always a market for superior quality, and the long-term success of Del's Frozen Lemonade proves that our customers agree. They go out of their way to stop at our locations and they look for our green and white mobile units with the big yellow lemons in their neighborhoods.

We have organized our business so that it is uncomplicated to operate, with few of the problems and headaches that can go with some food-service business. If you are willing to follow our programs and work hard, we can show you how to enjoy the personal and financial rewards that a business of your own can provide.

We hope that you will find the enclosed information interesting and that it will answer many of your questions. If you would like to open a Del's Lemonade location in your community, we can provide you with everything you need to begin. As soon as we receive your completed application, we will arrange for a personal interview to explain our program to you in detail.

Your energy and talent, added to your product, experience, and guidance, can equal success for both of us.

Sincerely,

Bruce DeLucia

Del's Take Home Products and Make at Home Kits

CLASSIC DEL'S SOFT FROZEN LEMONADE

LIGHT DEL'S SOFT FROZEN LEMONADE

DEL'S CHERRY LEMON BURST

DEL'S PEACH MANGO

DEL'S RUBY RED GRAPEFRUIT

DEL'S POMEGRANATE

DEL'S WATERMELON

DEL'S BLUEBERRY

ALL BEEF HOT DOGS

NACHOS W/SALSA AND CHEESE SAUCE

POPCORN (FRESH POPPED)

SOFT PRETZELS

ASSORTED CANDIES, CHIPS, ETC.



1260 Oaklawn Avenue, Cranston, R.I. 02920
401-463-6190

Additional Information

LICENSES AND PERMITS

HEALTH DEPARTMENT
MOBILE UNITS
WALK-UP SERVICE
SUNDAY SALES
PARKING MOBILE UNIT(S) ON PROPERTY
AVAILABLE BIDS
PUSHCARTS

BUILDING SIZE

STORE SHOULD HAVE A MINIMUM OF 800 SQUARE FEET WITH FRONT (FACING STREET) A MINIMUM OF 16 FEET

LOCATION, VISIBILITY AND ACCESS

DEL'S SIGN SHOULD BE VISIBLE FROM AT LEAST 50 FEET;
STORE FRONT SHOULD HAVE UNOBSTRUCTED VISIBILITY TO PASSING TRAFFIC;
PARKING LOT SHOULD ACCOMMODATE A MINIMUM OF TEN CARS WITH EASY ENTERING AND EXITING AND WITH UNIMPEDED TURNING;
THE STORE SHOULD FACE A STREET THAT IS COMMERCIALY DEVELOPED, WITH TRAFFIC SPEED APPROX. 30 TO 40 MILES PER HOUR AND WITH SURROUNDING NEIGHBORHOODS INCLUDING SCHOOLS, PARKS, MALLS, BALL FIELDS, SWIMMING POOLS, ETC.

POPULATION

FRANCHISE AREA SHOULD HAVE A MINIMUM POPULATION OF 20,000 PEOPLE

ELECTRICAL SERVICE

200 AMP. MINIMUM * SINGLE PHASE OR 3 PHASE



1260 Oaklawn Avenue, Cranston, R.I. 02920
401-463-6190

*Estimated Franchise Investment**

Initial Cash Investment:	From	To
A. Franchise Fee:	\$5000	\$100,000
B. Building Modifications:	\$5000	\$15,000
C. Start-Up Supplies:	\$3000	\$5000
D. Working Capital:	Minimum	\$5000
E. Liability Insurance:	Approx.	\$2500
F. Equipment:	Approx.	\$80,000
G. Pushcarts (each):	\$4500	\$7500

I. The franchise fee includes the use of the name and logo of Del's Lemonade, exclusive franchise area, site selection assistance, initial training program, etc.

II. Building modifications figure can vary depending upon the size, condition and physical layout of the leased premises as well as the amount of labor performed by the franchisee.

III. Start-up supplies cover supplies such as Del's mix, cups, serving containers, napkins, food products, etc.

IV. Working capital may be needed to cover such items as rent, utility and equipment lease deposits (if necessary), as well as miscellaneous office supplies, etc.

* This is an estimate only. Certain franchise expenses will differ according to franchise location, size, etc. Refer to Franchise Offering Circular for more information.



1260 Oaklawn Avenue, Cranston, R.I. 02920
401-463-6190



FRANCHISE APPLICATION

We welcome your interest in the Del's franchise opportunity. If you wish to be considered for a Del's franchise, please complete this application to help us determine mutual compatibility and financial responsibility. This application in no way obligates either you or Del's and all information in and obtained pursuant to this application will be held in the strictest of confidence.

Date _____

Personal Information *(please type or print)*

Name (or names, if more than one principal) _____

Social Security Number _____

Date of Birth _____

Address _____

Home Phone Number (____) _____ Business Phone Number (____) _____

Do you own your home? _____ Rent? _____ Years at current address _____

Spouse's Name & Occupation _____

Spouse's Social Security Number _____

Employment (Please list current or last job first.)

Employer	Duties	Salary	Employment Dates	
			From	To
_____	_____	_____	From _____	To _____
_____	_____	_____	From _____	To _____
_____	_____	_____	From _____	To _____
_____	_____	_____	From _____	To _____

Have you had any food service or business/management experience?

Highest level of education attained? _____

Please list three character references (other than family).

Name	Address	Occupation
1) _____	_____	_____
2) _____	_____	_____
3) _____	_____	_____

Financial Information

Assets		Liabilities	
Checking	\$	Notes Payable to Banks	\$
Savings	\$		\$
Other Cash	\$	Other Notes Payable	\$
Accounts Receivable	\$	Accounts Payable	\$
Stocks & Bonds	\$		\$
Notes Receivable	\$	Taxes Payable	\$
Life Insurance (cash value)	\$	Loans Against Life Insurance	\$
Automobiles (reg. in your name)	\$	Mortgages On Real Estate	\$
Real Estate	\$	Other Liabilities	\$
Other Assets (Itemized)	\$		\$
	\$	Total Liabilities	\$
	\$		\$
Total Assets	\$	Net Worth (Total assets less Total Liabilities)	\$

Stocks & Bonds

Number of shares/ Face value of bonds	Description	Registered in Name of	Cost	Present value	Income Received last year

Real Estate

Location & Type of Improvements	Title in Name of	Mortgages or liens	Due Dates & Amount of Payment	Assessed Value	Present Market Value

Life Insurance

Person Insured	Beneficiary	Insurance Company	Type of Policy	Face Value	Loans against Policy	Annual Premium

Source of Income

Salary	\$
Bonus & Commissions	\$
Dividends	\$
Real Estate Income	\$
Total	\$

General Information

How did you become interested in Del's? _____

What source of personal equity do you plan to use to meet your cash requirements of the franchise?

Description	Cash Value
	\$
	\$
	\$
Total	\$

Do you currently have a source of financing? _____

Will Your Del's franchise be considered your primary source of income or an investment with a professional manager? (If you have a manager in mind, please attach resume)

How much time will you devote to the franchise and in what capacity?

Name	Address	Cash Amount	Proposed Ownership (%)
		\$	%
		\$	%
		\$	%

In which geographical area are you interested?

1st choice _____

2nd choice _____

The above and attached information is provided by the applicant(s) for the specific purpose of obtaining a Del's franchise. The information is for Del's internal use only in rendering a decision and will be kept in strictest confidence.

The undersigned expressly agrees that all banks, institutions, persons, firms, and corporations referred to in the above are authorized to give Del's any and all information concerning this franchise application. I (we) affirm that this application is a true, accurate, and complete representation of my (our) financial and operational qualifications and background. Del's is additionally authorized to contact Dunn and Bradstreet and any other credits bureaus for the purpose of determining financial qualification.

Signature

Signature of Spouse

Date Signed _____