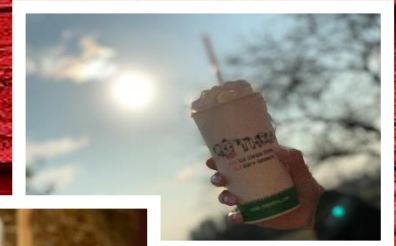
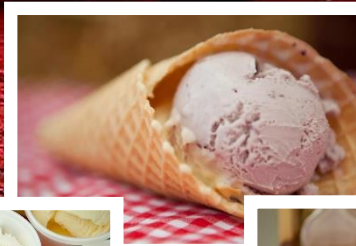
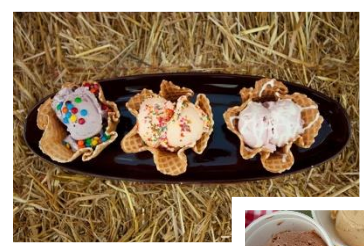


real ice cream from real dairy farmers

[www.moothru.com](http://www.moothru.com)



Franchise Information Package

## Our Story

Moo Thru was founded by 4th generation dairy farmer Ken Smith. The Smith Family has owned and operated Cool Lawn Farms in Fauquier County for decades. With the help of his family Ken opened Moo Thru in June 2010 and it has been growing ever since. The family farm is located just two miles away from our ice cream store, where our champion Holstein cows are fed the healthiest diet.



*"Cow to cone with one step in between"*

## Commitment

We are fourth-generation dairy farmers who care about our farmland, our cows, and our community. Our ice cream is made from only the finest ingredients we can find - locally sourced and from around the world.

*"From our cows to your cone, it's  
freshness you can taste."*



## The People Behind the Product

The ice cream is handcrafted and slow churned in Remington, Virginia. Each ingredient is hand-selected, fresh, and local whenever possible. You can taste the combination of the fresh milk, gourmet ingredients and hand-crafted attention to detail in this premium product.

The production team often create new and tantalizing flavors that revolve with seasonal flair. Some of the newest fan favorites are blackberry merlot with dark chocolate chunks and bourbon caramel.

There is always something for everyone including dairy free sorbets and sugar free ice cream.



## Why our ice cream?

- Designated a Virginia's Finest Product
- Consistently voted locally as "Best" ice cream and dessert
- Certificate of Excellence from Tripadvisor
- Best Ice cream in Virginia 2017 Spoon University
- Best Ice cream in Virginia 2017 WhereTraveller.com
- Best Dairy Farm and Ice Cream NVSL Magazine Spring 2018
- 4.8 stars on Facebook
- 4.7 stars on Google

# Franchise Program

Moo Thru currently franchises 3 models: stand-alone brick and mortar with drive thru, walk-up outlet and food truck.

Franchise Cost: \$110,700-\$467,000\* plus applicable taxes

Franchise Fee: \$25,000.00

Additional Working Capital: \$15,000.00-\$50,000.00

Royalties: 5% of Gross Revenue

Minimum Cash Required:

Other fees: 1% of Gross Revenue National Advertising

Area Developer Fee: \$10,000.00

## Included in the cost:

- Extensive hands on and classroom
- The use of trademarks and logos
- Round the clock support
- Site selection assistance
- Operations Manuals
- Grand opening operational support
- Ongoing business and product development



## Not included in the cost:

- The purchase of a real property space or food truck.

\*Subject to change

# Ideal Franchisee's

Moo Thru wants to ensure the success of all our Franchises by comprehensively screening and interviewing all applicants. The ideal Franchisee will have proven leadership experience, an entrepreneurial spirit and the dedication needed to drive results. We are looking for those who are just as passionate as we are in delivering the highest quality farm-to-cone ice cream products.

## Additional Franchisee Qualities:

- Ability to promote our brand
- Flexibility
- Community focused
- Organized with attention to detail
- High level of integrity

Potential Franchisee's must embrace and exhibit our **core values**:

- M Mentorship** - Developing emerging leaders
- O Optimism** - A key ingredient to success
- O Opportunity** - Embracing circumstances to learn and grow
- T Teamwork** - Working with our differences makes us stronger
- H Happiness** - We are genuine and authentic
- R Responsibility** - To create a brighter future, today
- U Unity** - Inclusion and diversity



## Franchising Steps

1. Complete the application
2. Review our Franchise Disclosure Document
3. Sign your franchise agreement
4. Secure your location
5. Complete the Owner/operator training
6. Build your team
7. Open your Moo Thru ice cream store



Awarding a Moo Thru Franchise is an intricate and detailed process. Submitting the application does not guarantee the right to become a Moo Thru franchise owner.



## Contact Us

We look forward to hearing from you!

[franchises@moothru.com](mailto:franchises@moothru.com)

1-844-MOO-2YOU

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