

# Kilwin's<sup>®</sup>

Chocolates · Fudge  
Ice Cream





**ECONOMY = CHALLENGES**

Kilwin's



**KILWIN'S CHOCOLATES AND ICE CREAM**

**CONTINUES GROWTH**



# 2008 Retail Openings

- Panama City Beach, FL
- Pembroke Pines, FL
- Orlando, FL (Prime Outlets)
- Patrick AFB, Melbourne, FL
- Asheville, NC
- Lake Worth, FL
- Orland Park, IL
- Grandville, MI

## RECAP:

- Five (5) in Florida
  - One (1) in North Carolina
  - One (1) Illinois
  - One (1) Michigan
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- Five (5) new franchisees
  - Three (3) existing



# 2009 Target Openings

- Deerfield Bch., FL
- Newport, RI
- Atlanta, GA
- Miami, FL
- Morrisville, NC
- Hollywood, FL
- Dr. Phillips, FL
- Williamsburg, VA
- Concord, NC
- Grand Haven, MI
- Bethesda, MD
- Chattanooga, TN
- Cliffside Park, NJ
- Clearwater Bch., FL



## DEVELOPMENT ACTIVITY 2005 - 2008

- Retail locations opened 32
- Locations in Progress ('09) 8
- Locations Closed 6

### New Retail Locations

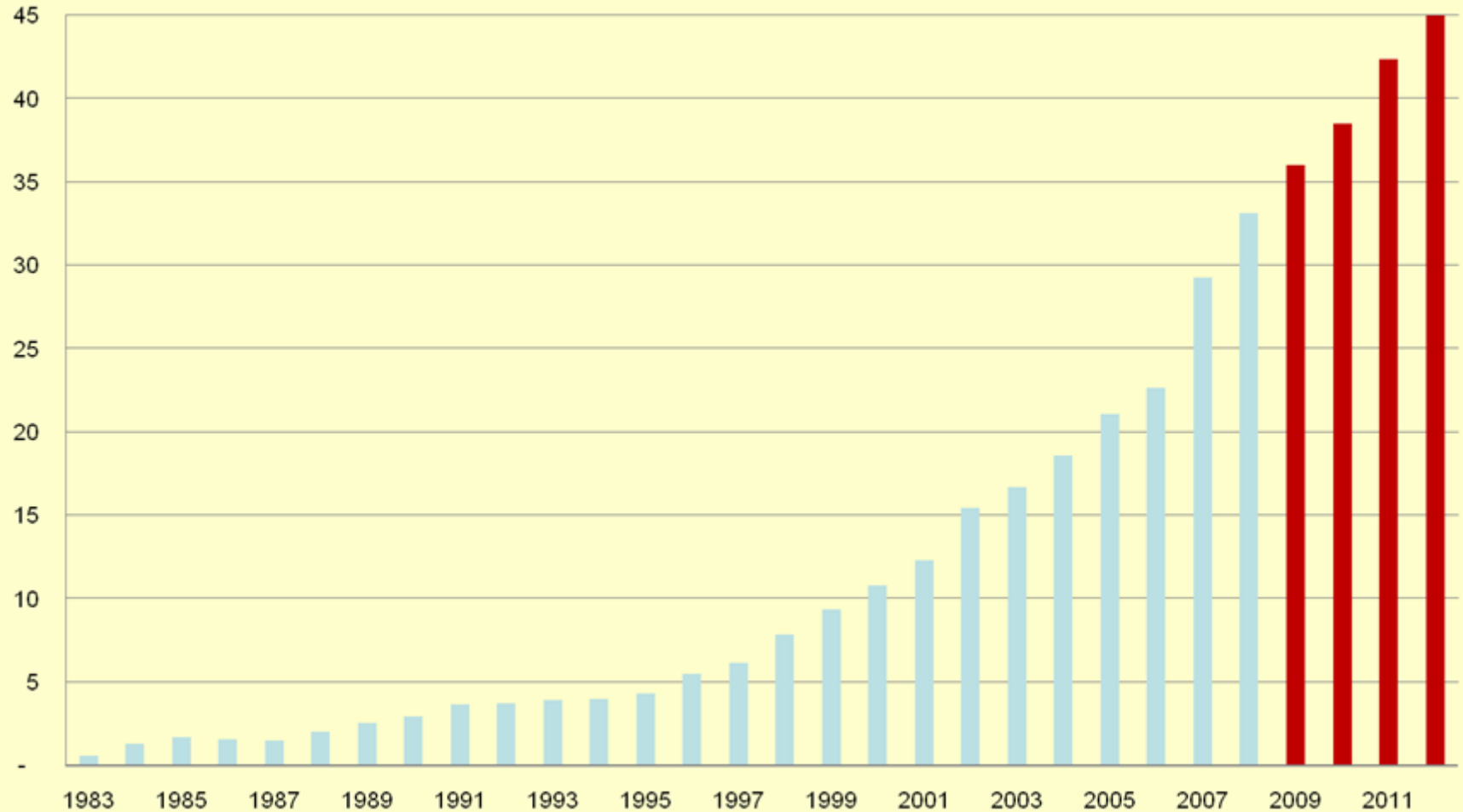
2009 Estimated Retail Sales Increase of \$18,000,000 / 90%



# Sales History and Projections

Dollars (Millions)

Kilwin's Retail Sales



## HOW?

- Performance of current stores
  - 2008 FDD = Average store sales over \$500,000
  - Excellent Customer Experience
  - Appearance and Product Consistency
- Validations
- Referral Leads





## Referral Recognition Program

Learn how to Earn!!!!

- Program Designed to Obtain More Qualified Leads to Drive System Growth

- System Growth Provides:
  - Increased Brand Recognition
  - Increased Sales
  - Better Purchasing Power
  - More Efficient Distribution



- Program Runs July 1, 2008 to June 30, 2009
- Referral's coming from your store that result in new signed Franchise Agreement will receive:
  - You will be recognized with a **\$2,500.** check for each lead resulting in a signed Franchise Agreement
  - For three (3) leads from your store, resulting in three (3) new signed Franchise Agreements, not only will you receive \$7,500 but will also receive a **new Mini Cooper** – complete with Kilwin's graphics.



# Referral Recognition Program

- Tools for the program are:
  - Franchise Sign with the business card holder
  - Business cards for your store





## Referral Recognition Program

Learn how to Earn!!!!

The Referral program has taken off strong . . . . . Since our Referral Recognition Program began on July 1st, 2008, we have seen a 10% increase in leads per month

Thank you for being Kilwin's Ambassadors.

