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CONTACT:

Brandy Feldman

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Please follow company-preferred referral process:

[Carvel Registration Form and Sales Follow-up Process](#)

(Effective: December 2008)

Brandy Feldman (for lead registration and general inquiries)

franchiseleads@focusbrands.com

For specific territory availability:

Tarji Carter, Franchise Sales Manager

Phone: 678-324-0427

E-mail: tcarter@focusbrands.com

DESCRIPTION:

The nation's first retail ice cream franchise, Carvel enjoys an incredible following of loyal and passionate customers. Our core markets have long been the Northeast and Florida, but current expansion is bringing stores to 62 DMA's in 21 states. All Carvel retail stores offer for sale a full line of ice cream products including soft serve ice cream, hand dipped ice cream, ice cream cakes and ice cream novelties. All products sold in the store are made fresh in the store. Carvel has more than 550 locations nationally with an additional 150 locations signed.

BACKGROUND

Established: 1934

1st Franchised: 1947

Franchised Units: 550 +

Company Owned Units: 0

Projected New Units (12 Months): 40 Signed / 40 Opened

Registered: All States (Currently accepting referrals from the areas noted at the BAI Affiliate Resource Website)

ADDITIONAL INFORMATION:

[Carvel 'Contacts / Territory Inquiries' Information](#)

(Effective: August 2008)

[Carvel 'Fact Sheet'](#) (Effective: August 2008)

[Carvel 'Information Sheet'](#) (Effective: August 2008)

FINANCIAL/TERMS

Cash Investment: \$120K from Non-Borrowed Funds

Total Investment: \$275K - \$325K

Minimum Net Worth: \$300K

Franchise Fee: \$30K (Full Store)

Royalty: \$1.99 per gallon of mix

Ad: \$1.76 per gallon of mix

Average Number Of Employees: 12 (On Payroll)

Passive Ownership: No / Hands-on owners are needed who are actively involved in running their business

SUPPORT & TRAINING PROVIDED

Financial Assistance Provided: Not directly thru Carvel - we have lending contacts nationally who can assist with financing needs.

Site Selection Assistance: Yes, through Carvel's Development Network (Real Estate Brokers) and our internal real estate department.

Lease Negotiation Assistance: Limited; prefer that franchisees engage proper legal representation for lease review and negotiation.

Co-Operative Advertising: None

Training: Extensive. Full store training currently lasts 10 days with part of the training occurring inside a Carvel franchise location in the Atlanta metro area and the remainder occurring at Carvel's "College of Ice Cream Knowledge" in Atlanta, GA.

[Back to Franchisor Listings](#)