



*Since 1960*



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WELCOME

---

THE ICEBERG  
CONCEPT

---

HISTORY OF  
ICEBERG

---

SITE CRITERIA

---

FINANCIAL  
REQUIREMENTS

---

NEXT STEPS

## Dear Prospective Franchisee,

Thank you for your recent inquiry regarding franchising opportunities with Iceberg Drive Inn. As you may have noticed, we are expanding rapidly because of the tremendous enthusiasm for our unique, delicious product, and simple, effective business model.

Most people who own a franchise do so because they want to run their own business. They want a good long term investment, something that is easy to start and operate and has the potential for great success. The Iceberg concept has a long history of success and has been implemented through years of development. This expertise has been carefully documented in our proprietary Operations Manuals, which, together with continuing hands-on support, guide franchisees through each step of starting and running their stores. The daily operations are made easier because of our carefully selected menu, which offers simple, delicious items served for lunch, dinner, and dessert, providing sales throughout the day! Franchisees have the opportunity to profitably benefit from this proven established system, to gain training and support from a dedicated family of corporate and franchised stores, and to enjoy the fruits of their own business. Your success is Iceberg Drive Inn's primary objective.

Please review the enclosed information and feel free to call us with any questions or for more information. We are excited to create a profitable future together by brining the flavors of Iceberg Drive Inns to your friends and neighbors.

Sincerely,



Kelly Christensen  
President



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---

## NEXT STEPS

# The Iceberg Concept

Since 1960, the Iceberg Drive Inn™ has offered creamy, too thick for a straw, made-to-order shakes — guaranteed to stand at least two inches above the top of an oversized cup. More than 40 years later, customers are still lining up and cars are stacked down the road on Friday and Saturday nights.

Unlike fast food chains, each shake at Iceberg is made by hand using specially-formulated vanilla or chocolate ice cream and can choose from a list of over 40 different flavors and toppings, including fresh fruit, nuts, bubble gum, peanut butter, chocolate chips, marshmallows, cookie dough, cheesecake, caramel and even pickles. The combination of flavors is limitless, which allows each customer to develop shakes that are as unique as they are. It is not unusual to see flavors like “Cherry Chocolate Chip,” “Banana Carmel Marshmallow,” or “Hot Fudge Peanut Butter Cookie Dough” shakes ordered at an Iceberg Drive Inn.

Since March 2000, Iceberg Drive Inn, Inc. began offering investors an opportunity to operate a quick casual outlet offering shakes, sundaes, hand breaded onion rings, cones, burgers, fries, sandwiches, drinks and other limited menu items, using the Iceberg Drive Inn name and reputation.

We license and train all franchisees to properly operate Iceberg Drive Inn businesses. Owning a franchise will authorize the franchisee to use the Iceberg Drive Inn trademark and the “Iceberg Drive Inn System.” This includes teaching methods, brand standards, merchandising, marketing and sale of products and services, specifications and procedures and any other proprietary marks we may develop. Our system includes, among other things, a store layout, interior, and exterior décor, recipes, cooking methods and other confidential business information, operating procedures, marketing concepts and specifications for certain equipment, supplies and inventory. As an Iceberg Drive Inn franchisee, you will have the opportunity to use the Iceberg System at a specific location.



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---

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---

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## History of Iceberg

The original Iceberg Drive Inn opened in the summer of 1960 in Salt Lake City, Utah. The founders created the concept from house on the corner of what later became a busy city intersection. As the Iceberg grew to 1,200 square feet, it quickly became the city's most popular ice cream destination with a reputation for providing an innovative new super thick shake in flavor combinations that could be found nowhere else. Iceberg Drive Inn's complete range of ice cream treats and hot food offerings were then created over time to satisfy the increasing Iceberg following.

In 1996 the original Iceberg Drive Inn was purchased by the group that is now Iceberg Drive Inn, Inc. The Iceberg concept continued to be extremely popular under the leadership of the new group. In fact, it became even more successful. The new ownership group was able to increase revenue at the original Iceberg Drive Inn location by close to 90 percent since taking over operations.

In early 2000, the limited franchising of the Iceberg Drive Inn concept began. Almost immediately, very strong interest was shown by potential franchisees to expand the brand presence. To accommodate the proper franchising of the concept a new company, Iceberg Drive Inn, Inc. was formed. A total of 11 Iceberg Drive Inn locations are now open in three states, with aggressive plans in the works for many more locations in new areas.



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---

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---

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## Site Criteria

You must purchase or lease a suitable location for your Iceberg Drive Inn. Costs of commercial property or leases and improvements vary widely based on locations, terms of the lease, the total of your space as well as construction and material costs. We have not included an amount for the lease or purchase of real property because it is impossible to estimate the exact amount and it may vary widely per location. You should review these costs with a local contactor, commercial real estate agent and other professionals. Your space will vary depending on your needs, but we estimate you will need between 2,100 and 3,000 square feet.

Your improvements may include plumbing, electrical, sheet rock, framing, paint, wall coverings, HVAC, tile carpet, décor, counters, roof line, window coverings, seating and signs, all of which must be approved by us. We do not provide standard plans and specification for construction for improvement; however, you are required to follow out décor specification which include signs, tables, chairs, display fixtures, lighting, color scheme and customer service counters. Construction of your premises must commence within three months from the date of the Franchise Agreement and be completed not later than twelve months thereafter. Operation of your franchise business must commence within one year from the date of your franchise agreement.

**Building:** 2,100 – 3,000 square feet

**Zoning:** Suitable for commercial, fast food restaurant, and sign.

**Visibility:** Good visibility from all angles approaching the restaurant. Street sign required.



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## Financial Requirements

The initial franchise fee is \$25,000. We do not finance any portion of this fee. The estimated initial investment required including the franchise fee ranges from \$132,500 to \$556,000, but does not include an amount for the lease or purchase of property from which to operate business as such real estate costs will vary widely by location.

During the first five years of your franchise, you may purchase additional or multiple franchises at a discounted rate as follows: \$ 20,000 for the second franchise and all other additional franchises.

## Franchisee's Estimated Initial Investment

Initial Franchise Fee .....	\$ 25,000
Travel and living expenses while training .....	\$ 500 – 3,000 (per person trained)
Real estate and improvements .....	\$ 30,000 – 275,000
Equipment, software and supplies .....	\$ 60,000 – 150,000
Signs .....	\$ 5,000 – 30,000
Miscellaneous opening costs .....	\$ 500 – 10,000
Opening Inventory .....	\$ 5,000 – 10,000
Advertising – 3 Months .....	\$ 1,500 – 8,000
Additional funds .....	\$ 5,000 – 35,000
<b>TOTAL .....</b>	<b>\$132,500 – 556,000</b>



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If you are interested in becoming a future franchisee of Iceberg Drive Inns, please fill out a Franchisee Information Form and return it to us at the address listed below. Forms can be viewed and downloaded (PDF format) at our website, at [www.icebergdriveinn.com/franchise1.htm](http://www.icebergdriveinn.com/franchise1.htm)

Someone from our office will contact you immediately to review your application. Thank you for your interest in Iceberg Drive Inn.

### **Iceberg Drive Inn, Inc.**

894 East 3900 South  
Salt Lake, Utah 84107

tel (801) 747-3423  
fax (80) 747-3422

