

# SRR's 2006 Guide to Specialty Retail Franchises

COMPANY	PRODUCTS	CONTACT	CITY/STATE	PHONE	WEB SITE	RMUs/KIOSKS	FRANCHISE FEE	ADD'L COSTS	ROYALTIES	TOTAL LOCATIONS	FRANCHISEE LOCA.	SEEKING IN (US)
Auction It Today, Inc.	eBay drop-off store	John Hoose	Brighton, MI	866.216.3666	auctionittoday.com	K	\$19,000	\$20,000-\$50,000	4%	105	104	All
Candy Bouquet	Floral-like designer gifts and gourmet confections	Anyone	Little Rock, AR	877.CANDY.01	candybouquet.com	K	\$3,900-\$31,000	\$7,500-\$45,000	\$55-\$275/mo.	821	820	All
Color Me Beautiful	Brand name cosmetics and skin care	Analia Humphrey	Chantilly, VA	800.606.3435 x 1350	careersinbeauty.com	R/K	\$7,000	\$1,000-\$2,500	None	68	68	All
CrepeMaker, Inc.	Hand-held French crepes	Dorene MacLeod	Miami, FL	866.4.CREPES	crepemaker.com	K	\$25,000	\$81,500-\$175,000	6%	11	6	E,W,S
Cuppy's Coffee & More	Specialty coffees and smoothies	Rachel Clark	Ft. Walton Beach, FL	888.241.4324	cuppyscoffee.com	R/K	\$2,500-\$15,000	\$49,500-\$249,500	Varies	200+	200+	All
Dippin' Dots Franchising, Inc.	Dippin' Dots ice cream, yogurts and ices	Dee Helm	Paducah, KY	270.575.6990	dippindots.com	R/K	\$12,500	\$70,223-\$215,950	4%	275+	273+	All
GolfAhoy Golf Travel Bureau	Golf cruises and golf vacation packages	Anthony Webber	Edmonton, Alberta, Can.	877.415.5442, x 7801	golfahoy.com	R/K	\$9,600	\$31,100	3%	19	19	All
Great American Cookies	Cookies and cookie cakes	Don Lewandowski	Salt Lake City, UT	916.797.2036	greatamericancookies.com	K	\$30,000	\$110,000-\$170,000	6%	281	281	All
Guard-A-Kid Franchising Corp.	Child identification and child safety products	Hossein Kasmai	Miami, FL	800.679.4256	guardakid.com	R/K	\$19,900	\$1,000	None	50	49	All
Liberty Tax Service	Computerized individual income-tax preparation	Kelly Wyatt	Virginia Beach, VA	877.285.4237	libertytaxfranchise.com	K	\$30,000	\$43,800-\$54,900	14%	2011	1931	All
Maui Wowi Hawaiian Coffees & Smoothies	Hawaiian smoothies, coffees and products	Justin Livingston	Greenwood Village, CO	877.849.6992 x 115	mauiwowi.com	R/K	\$27,500-\$59,500	\$50,000-\$500,000	6%	405+	400+	All
Mrs. Fields	Oven-fresh cookies and brownies	Don Lewandowski	Salt Lake City, UT	916.797.2036	mrsfields.com	K	\$30,000	\$110,000-\$170,000	6%	508	508	All
Planet Popolicious	Popcorn and candy confections, smoothies, etc.	Hugh Darley	Ft. Walton Beach, FL	877.528.2569	popprofits.com	K	\$15,000	\$85,000	\$99/week	4	4	All
PretzelMaker	Pretzels	Don Lewandowski	Salt Lake City, UT	916.797.2036	pretzelmaker.com	K	\$25,000	\$105,000-\$160,000	7%	193	193	All
Pretzel Time	Pretzels	Don Lewandowski	Salt Lake City, UT	916.797.2036	pretzelttime.com	K	\$25,000	\$105,000-\$160,000	7%	211	211	All
Rita's Water Ice Franchise Company, LLC	Italian ice and other frozen treats	Tom Spadea	Philadelphia, PA	800.677.RITA	ritasice.com	K	\$30,000	\$136,000-\$327,000	6.5%	380	379	E,S
Robeks Fruit Smoothies & Healthy Eats	Premium fruit smoothies and healthy eats	Corey Remington	Manhattan Beach, CA	310.844.1534	robeks.com	K	\$25,000	\$228,742-\$335,879	n/a	94	94	All
Rocky Mountain Chocolate Factory	Gourmet chocolates, caramel apples, dipped fruits	Sue Leonard	Durango, CA	800.438.7623	sweetfranchise.com	K	\$24,500	\$129,008-\$251,362	6%	308	302	All
Showcolate - Fondue Express	Select fruits covered with refined chocolate	Keith Watts	Waco, TX	877.757.1445	showcolate.com	K	\$27,500	\$99,500-\$157,000	6%	12	12	All
Squeeze Fresh Smoothies	Smoothies, teas and baked goods	Mike Weinberger	Denver, CO	888.732.2202	squeezeusa.com	R/K	\$25,000	\$15,000-\$125,000	6.25%	11	8	All
The Bear Mill, Inc.	Teddy bear stuffing and related clothes and accessories	Pat Shirkey	Winnipeg, Manitoba, Can.	204.668.2248	thebearmill.com	K	\$10,000	\$60,000	7% (net)	21	21	All
The Coffee Beanery	Specialty coffees, smoothies and bakery goods	Stacy Peterson	Flushing, MI	800.728.2326	coffeebeanery.com	K	\$27,500	\$35,000-\$100,000	6%	159	157	All
The Coffee Grinder	Gourmet coffees and Italian gelato decadant desserts	Michael Grozier	Waco, TX	254.776.2507	thecoffeegrinder.net	R/K	\$18,500	\$60,000-\$275,000	5.5%	3	3	All
We're Rolling Pretzel Company	Hand-rolled soft pretzels and beverages	Kevin A. Krabill	Alliance, OH	888.549.7655	wererolling.com	K	\$15,000	\$50,000-\$100,000	5%	57	51	All
WorldWide Wireless	Sprint/Nextel phones and ebay Auction Store	Lou Gagliardi	Shererville, IN	877.FIND.WWW	worldwidewireless.com	K	\$30,000	\$50,000-\$100,000	None	18	0	W,M,S

KEY:

- RMUs/Kiosks: RMUs = retail merchandising units (aka carts)
- Franchise Fee: Initial one-time franchise fee; other start-up fees might apply
- Add'l Costs: Investment needed for start-up in addition to initial franchise fee
- Royalties: Typically a percentage of gross sales; minimum or maximum caps might apply; other fees might also apply (advertising fee, etc.)

- Total locations: May include RMUs, kiosks, in-lines or stand-alone stores
- Franchisee Locations: Those operated by franchisees (not corporate)
- Seeking in (US): All = Franchisor seeking franchisees in all US regions; E = seeking in Eastern US; W = Western; S = Southern; M = Midwest