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Business Reference Guide Online



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Rita's -- Ices, Cones, Shakes & Other Cool Stuff

SIC: 5461

NAICS: 722213

Number of Businesses / Units: 400

Franchise Information:

- ▶ Total Investment: \$166,350 to \$347,200
- ▶ Estimated Annual Sales/Unit: Not Available

See Also

- ▶ [Baskin-Robbins Ice Cream](#)
- ▶ [Ben & Jerry's](#)
- ▶ [Bresler's Ice Cream and Yogurt Shops](#)
- ▶ [Carvel Ice Cream Bakery](#)
- ▶ [Coffee Shops](#)

This U.S. industry comprises establishments primarily engaged in (1) preparing and/or serving a specialty snack, such as ice cream, frozen yogurt, cookies, or popcorn or (2) serving nonalcoholic beverages, such as coffee, juices, or sodas for consumption on or near the premises. These establishments may carry and sell a combination of snack, nonalcoholic beverage, and other related products (e.g., coffee beans, mugs, coffee makers) but generally promote and sell a unique snack or nonalcoholic beverage.

Rules of Thumb

80 percent to 1.3 times annual sales plus inventory

