



A Journey Beyond the Traditional Candy Shop

Savor the Flavor of Legacy with River Street Sweets®!

Bite into a Delectable Franchise Opportunity Today!

Greetings, future candy entrepreneurs!

Are you ready to plunge into the confectionery realm, where business smells like caramel, profits taste like candy, and the ambiance is perpetually sweet? River Street Sweets® combines homemade ice cream, chocolates and handmade confections, and a variety of hard candies to create an unrivaled range of treats. If your heart skipped a beat and your sweet tooth twitched in excitement, then this is where you've been dreaming about!

Perfect Blend of Sweetness and Experience

From the time when we unwrap our first piece of candy as children to savoring an artisanal piece of chocolate as adults, sweets hold a unique and powerful place in our lives.

It is not just about satisfying a sweet tooth; it's also about creating moments of joy, celebration, and comfort - something that River Street Sweets® has mastered.

With 78% of millennials choosing to spend money on an experience over products, River Street Sweets® provides a captivating and memorable candy-making experience that resonates with the current market trend. This strategic positioning makes it a sweet spot in the confectionery industry and the experience economy.

Amid the hustle and bustle of modern life, River Street Sweets® offers a respite - a chance to step back and savor the sweetness of simpler times. Our brand stands as a beacon of tradition and personal touch in a world dominated by impersonal, mass-produced goods.

Joining as a River Street Sweets® franchisee, you become part of a cherished legacy. Embrace the age-old charm of candy-making made from scratch, supported by solid strategies, comprehensive training, unwavering support, and a respected brand name.



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Sweet Universality

The beauty of the confectionery industry is as timeless as the love for sweets itself. It's a sector that has consistently been shown to be resilient, even in the face of economic downturns.

The secret? *Its universal appeal.*

People of all ages, backgrounds, and lifestyles find a shared love for sweets. Additionally, it thrives on occasions—holidays, birthdays, weddings, indulgent vacations, and more—creating a perennial demand for sweet treats.

Moreover, the brand's emphasis on high-quality products, freshly handcrafted, and commitment to outstanding customer service has made it a renowned name in the confectionery industry.



Confectionery Industry Insights

Consistent Cravings

2-3x

Americans indulge in chocolate and candy two to three times a week on average, indicating a steady demand in the industry.

Happiness in Every Bite

78%

of consumers agree that chocolates and candies uplift their mood.

Affordable Indulgence

3 out of 4

consumers perceive chocolate and candy as an enjoyable part of life, and 74% see it as a budget-friendly treat.

Innovation Appetite

61%

of shoppers consistently seek new confectionery experiences.

Travel Treats

83%

of road trippers frequently pack chocolates and candies, making them the favorite travel companion.

Community of Sweets

88%

of consumers share their chocolates and candies with loved ones.

Creative Treats

66%

of Americans use sweets as a source of inspiration for gifting and baking.

Digital Delight

4 out of 10

consumers are connected to a confectionery brand or store on social media.

Advantages of Franchising



Be The Boss

With franchising, you chart your own course within a successful business model. You retain day-to-day control, set goals, and make local decisions while benefiting from the franchisor's guidance and support. It's the perfect balance of autonomy and brand strength.

FTC Protections

Enjoy legal protections with franchising regulated by the Federal Trade Commission (FTC). Receive in-depth information about the franchisor's operations through the Franchise Disclosure Document (FDD) to make informed decisions.

Leverage Proven Expertise

Skip the uncertainties of starting a business. As a franchisee, access a wealth of experience and industry know-how. Benefit from time-tested models, strategies, and techniques shared by the franchisor, providing a roadmap to success.

School of Success

With franchising, it's not about 'sink or swim,' but 'learn and swim.' Franchisees receive thorough training and robust support throughout their journey, empowering them to excel in their ventures.

What Sets the Brand Apart?



Choosing a franchise is much more than a business decision. It's about aligning with a brand that mirrors your values, complements your aspirations, and fuels your growth. River Street Sweets® is that brand. Here's what makes them an irresistible choice:

Sweet History, Family Roots

With over 50 years of candy-making heritage, River Street Sweets® brings a deep understanding and passion to the confectionery industry.



One-of-a-Kind Recipes

From World Famous Pralines® to Chocolate Bear Claws®, 24 flavors of salt water taffy, and homemade ice cream, our unique offerings set us apart and captivate guests' taste buds.



Engaging Candy Artisans

Guests get to immerse themselves in the candy-making magic as they watch our artisans craft delicious treats, making each visit an interactive delight.



Freshly Made Delights

Our confections are created from scratch daily, delivering the freshest, mouthwatering flavors. Quality you can taste with all-natural ingredients.



Sweet Giving

Our philanthropic initiatives, like donating proceeds from Praline Sales on National Praline Day to Feeding America's Kids Café program, give back to the community.



Scalability

With successful expansion efforts, our franchise model is adaptable and thriving in diverse markets.



Core Values:

Safety

Family Spirit

Excellence

Fun

Stewardship



Embark on the Sweet Journey



Are you a positive, hardworking individual who enjoys spreading joy through delightful sweets? If you have a passion for confections and a desire to create memorable experiences for guests, then this opportunity is for you.

No prior candy-making experience is required. We provide all-encompassing support to ensure your success. Embrace our values of family, tradition, and quality as you unite with a growing brand that cherishes sweet moments.

Guiding Your Path to Prosperity



Comprehensive Training

Master the art of running a candy store through in-depth training at our flagship location in Savannah, covering all aspects of the business.



Perfect Location

We assist in finding the ideal spot for your store and handle lease negotiations.



Consistent Branding

Enjoy a seamless experience with our help in-store build-out and design, maintaining our brand standards.



Marketing Expertise

Receive support in crafting effective local marketing strategies, from materials to online presence.



Ongoing Guidance

We offer continuous operational support, ensuring your success every step of the way.



Franchisee Network

Connect with other franchise owners to share insights and experiences.



The Sugary Path to Franchise Ownership

Steps toward owning a River Street Sweets® franchise may include:

Inquire and
Explore

Application
Submission

Review the
FDD

Discovery
Day

Grand Opening
Celebration

Training
Delight

Find the
Perfect Spot

Seal
the Deal

Forever Support

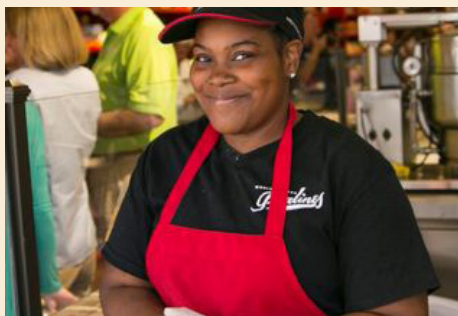
Investment Details

Ready to indulge in the confectionery industry with a River Street Sweets® franchise? Here's the scoop on the critical investment details:

Your Initial Commitment

Start your sweet venture with an initial investment of approximately **\$419,550 to \$844,000**.

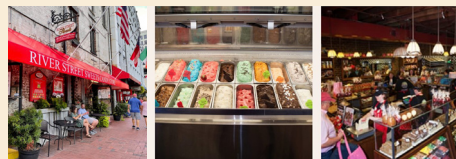
This all-inclusive investment covers everything you need to set up and run your store, with an initial franchise fee of \$40,000 (discounts available for qualified military veterans).



Additional Expenditures

Franchisees contribute 5% of gross sales as a weekly royalty rate, a \$300 monthly technology fee, and up to 2% of weekly gross sales for marketing. These costs support ongoing services, product innovation, marketing campaigns, and system enhancements.

Franchise ownership means having your own business backed by a family of passionate entrepreneurs. Join us, and together, we'll create a sweeter tomorrow - hand in hand, heart to heart.



Sweet Ride to Success

The Brand

River Street Sweets® is a celebrated candy brand known for its handcrafted sweets and an unforgettable in-store experience that transports guests back to simpler times.

The Market

The brand operates in the flourishing candy industry, targeting a broad consumer base with a love for high-quality, traditional sweets across various ages and demographics.

The Product

From World Famous Pralines® and hand-stretched peanut brittle to fresh homemade ice cream on-site, it offers an array of delicious, handcrafted candies and sweets that honor Southern confectionery traditions.

The Value Proposition

River Street Sweets® stands out with its unique blend of rich heritage, superior product quality, exceptional customer service, and a delightful shopping experience, offering guests and franchise owners a sweet taste of success.

How We Support Our Franchise Owners

The brand provides complete support to franchise owners, from extensive training and operational guidance to marketing assistance and site selection. It empowers them with the tools and knowledge to run a successful candy store.



Join Us!

The River Street Sweets® brand transcends beyond creating delicious treats; it's about creating joyful experiences and crafting a legacy of delight. We've made a mark in the confectionery industry with our iconic pralines, artisanal peanut brittle, and other mouthwatering delicacies. But now, we aim for more; we plan to spread our sweet story to new territories.

As we gear up for this exciting expansion, we're on the hunt for passionate individuals ready to step into the role of a franchise owner. Our invitation extends beyond a simple business opportunity; we welcome you to connect with our family and become an integral part of a legacy dating back to 1973.

This is your chance to steer a business that is not only built for the future but also backed by a validated operational framework, an irresistible product line, and a brand that resonates with guests' hearts.

So, are you ready to create your own sweet success story?

Join our journey as we distribute joy, one neighborhood at a time. Your opportunity to become a cherished member of the River Street Sweets® family is here and now.

For more information on how you can become a franchise owner with River Street Sweets®, contact us today!



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