



Dear Entrepreneur –

Thank you for your interest. We have successful franchisees all across America, and we believe everyone should have a Margarita Man in their area. Now it's easier than ever for you to get started.

Something piqued your curiosity about this business. For us, we had a family member renting margarita machines in the Dallas area that encouraged us to begin renting machines in Oklahoma. When we were first getting started, we knew nothing about Margarita Man franchise opportunities, nor the superior quality of the Margarita Man's gourmet mixes. We initially purchased our mixes from a different vendor, but we *quickly* learned that we were not impressed by the flavor of their mixes, and neither were our customers. Our quest for a better product led us to the Margarita Man. Some of the many parties that Margarita Man franchises provide margarita machine and slushy machine rentals for include:

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|-------------------|-----------------------|-----------------------------|---------------|
| Weddings | Caterers | Birthdays | Open Houses |
| Fundraisers | House Warming Parties | Hotels | Graduations |
| Christmas Parties | Corporate Events | Country Clubs | Anniversaries |
| Golf Tournaments | Festivals | Apartment Retention Parties | Pool Parties |
| Office Parties | Annual Fiesta Events | Halloween Parties | Conventions |

The first Margarita Man rental business was formed in San Antonio in June of 1984. Only months after, they needed more machines as the word spread quickly about this exciting new service. Each party where our machines are rented include a room full of guests who are our next potential customers. Our success has now been repeated by scores of independently owned and operated Margarita Man businesses all across the nation. We have the tools to help you succeed.

Why should you become a Margarita Man? Here are ten of just some of the reasons—

1. Superior gourmet mixes made at our own independent facility
2. Trusted nationwide name recognition
3. A recognized brand growing both nationally as well as internationally
4. Turnkey operation with a comprehensive operations manual
5. Support from headquarters
6. Support from your fellow Margarita Men
7. You pay no royalties and no yearly renewal fees
8. Cutting edge, state of the industry website
9. Low equipment pricing from a distributor whose main goal is for your business to thrive
10. No need to reinvent the wheel which will cost you much more in the long run

Our flexible quick-start programs make getting underway easy and are a fraction of the cost of most other franchises. Each option is in compliance with state and federal franchise regulations.

Option 1: Our one-time franchise fee includes your exclusive rights to your territory, which means you are the only Margarita Man in your exclusive-rights area. With this option, you receive all of the startup items (download the startup items list on our Opportunity page), including your own custom-designed website. Here's an example: <http://maconmargaritas.com/>. Your professionally designed website will be one of your most valuable assets, allowing your customers to reserve their machines online. It's like having a reservationist on the payroll 24/7 who never calls in sick or has a bad day. Most of our Margarita Men start their businesses with this option. You receive all the startup items on the downloadable list.

Option 2: Depending on where you're located, you can pay a reduced one-time fee to be a Margarita Man and to own your exclusive rights area. If you qualify for this program, your reduced one-time startup fee buys your exclusive rights area. Required startup items include an official Margarita Man website designed by our team, business cards, customer agreements and pre-measured mixing containers. These required items are at an extra fee. You also receive digital logo graphics and mixing instruction for all flavors and much more. This option lets you purchase the additional startup items you choose. Startup items pricelist available upon request.

The common denominator in either program is that since we do not charge you royalties or any annual renewal fees, *our* success depends upon *your* success.

Our operations manual is among the startup items you will receive as a new Margarita Man where you'll learn valuable marketing ideas from our 28 years in the business including essential telephone reservation techniques that will help you streamline your rental process from start to finish.



Pictured here is our Margarita Man branded Grandmaster Crathco model 3311 frozen beverage machine. We've been a Grindmaster distributor for over fifteen years. Crathco's 3311 is simply the best machine for this business. (Our price is too low to publish here.) We recommend you start with at least three machines. Click to visit Grindmaster/ Crathco's website: www.grindmaster.com.

Margarita Men rent their machines to their customers from \$100 to \$250 per night and sell each bottle of mix for \$20 to \$25. Typically included in the rental price is the first margarita mix which makes about 70 to 80 eight-ounce drinks. Our other flavors yield about 50 to 60 eight-ounce drinks per batch. Everybody loves our mixes. Each case has six half gallons. You'll buy your mix directly from the manufacturer, us.

All Margarita Men enjoy a valuable knowledge base from which to draw upon from our 35 years in the business along with the help of your fellow Margarita Men, who at one time were in your shoes. All Margarita Men share ideas and pictures on our private Facebook Margarita Man Franchisee group, and our private Yahoo Margarita Man chat group. As a Margarita Man, you will be entitled to join these private groups.

We have the graphics like the trailer below to help you design your delivery vehicle's vinyl signage which we give you at no charge as a Margarita Man. We are a Signazon.com reseller too so we can offer good pricing on all types of signs to promote your business. Vehicle signage is a sensible requirement that will contribute enormously to your success.





Following a proven business model just makes sense. Statistics show that 90% of small business startups who follow a proven franchise business model are still in business five years later, whereas 90% of those who go it alone are out of business in five years. Our system is proven and works.

The Margarita Man | 601 S Washington St #303 | Stillwater, OK 74074 | 830-336-4252

Don't just take our word for it; do your due diligences by getting some real feedback from some of our franchisees whose contact information you can find on our Locations page of our website. First, tell them where you are, that you've contacted Jeremy or Doug at Margarita Man Headquarters, and then ask them about their successful Margarita Man businesses. Most all Margarita Men are friendly and happy to help. You are always welcomed to call Doug or Jeremy on our cells. Jeremy's is **405-795-0105**, and Doug's is **405-780-3760**.

Cheers,

*Douglas Henderson & Jeremy Freeman, Owners
Margarita Man Headquarters*

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