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KeyPoint Partners to handle Rita's expansion

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KeyPoint Partners, LLC will represent Rita's, as the Italian ice company seeks multiple retail locations throughout metro-Boston, according to Robert Lemons, managing partner of the commercial real estate services firm.

Don Mace, vice president of leasing, is heading up the expansion effort. Rita's currently has a limited presence in New England, but is eager to add up to 30 locations in the metro-Boston area.

Rita's is one of the largest Italian Ice concepts in the world, with over 600 outlets in 21 states. The metro-Boston expansion is just one of the company's latest areas of growth.

"Rita's was fortunate to secure an extremely competent, savvy area developer to bring this top-notch product line into one of the strongest markets in the country," said Mace. "We're conducting an aggressive initial search for a premier location in this market, and given Rita's flexibility in real estate criteria, we have many options to consider. We're excited to help bring Rita's to the Boston area."

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