



CELEBRATING  
55 YEARS

# nerej

## KeyPoint Partners to handle Rita's expansion

April 23, 2015 - Retail

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."

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540