

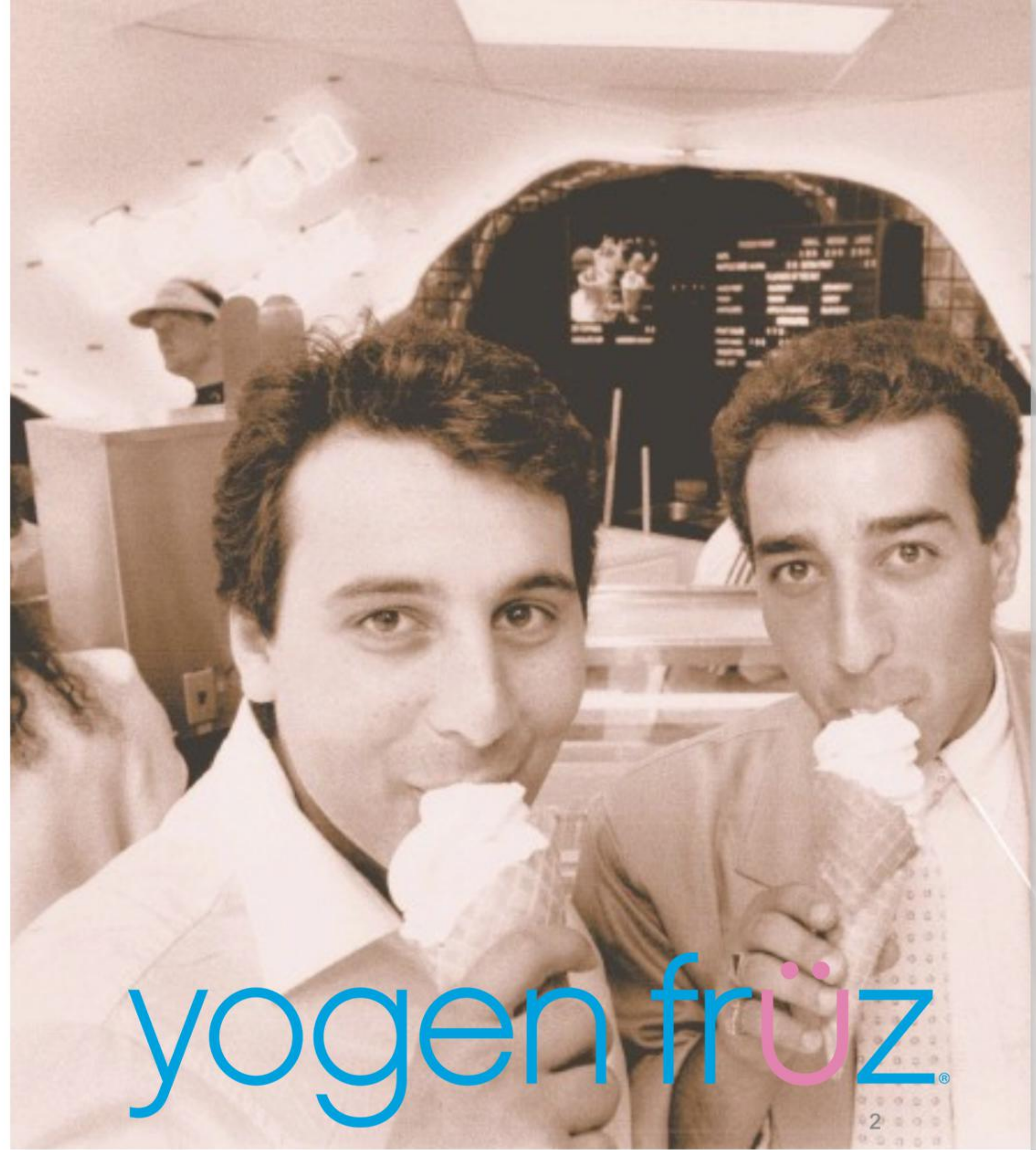
yogen
früz®



our story

Yogen Früz was founded in 1986 by brothers Aaron and Michael Serruya in Toronto, Canada, while their brother Simon joined the company in 1989. The first revolutionary frozen yogurt retail concept opened at the Promenade Mall, in Thornhill, Ontario. It was a modest effort: a small store with a great design and a strong concept that impressed one of Canada's largest mall operators who wisely decided to take a chance on a new tenant with no track record.

Today, **Yogen Früz** family of brands has become the world's leading treat and snack conglomerate with over 1,000 locations operating in more than 35 countries around the globe serving more than just frozen yogurt.



yogen früz®

our locations

Bolivia
Canada
Chile
Colombia
Dominican Republic
Mexico
Panama
Puerto Rico
Singapore
U.S. Virgin Island
United States
Venezuela
Vietnam



yogen früz®

awards & accolades

Throughout its history, **Yogen Früz** has been repeatedly recognized for outstanding achievements and best global business practices. These accolades encompass various publications and industry awards, including:

- **Top 100 Global Franchises**
- **Top 100 Foodservice Companies**
- **Ernst & Young Entrepreneur of The Year**
- **No.1 in category of the Top 500 franchises**
- **Top 50 Fastest Growing Franchises**
- **No.1 Ranking amongst all major franchise chains worldwide & Gold Award for best creative website design.**
- **Top 10 Frozen Yogurt Franchise Opportunity in USA**



yogen früz®

our brand



Yogen Früz was imagined and created. “yogen” as a play on the word, “yogurt”, while früz lends itself to thoughts of “freeze”, “fruits” and “fresh”, all of which apply perfectly to yogen früz.

Yogen Früz is all about ü - a lifestyle that focuses on living healthier, loving yourself and enjoying life.

yogen früz®



our target customers

Wellness Seekers: 25 – 36

- Skew female
- Parents with young kids who want to make better snack and treat choices
- Look for great tasting food with healthy nutritional attributes
- Live an active lifestyle
- This group purchases the most frozen yogurt and influences the purchase of the product among other demographic groups

Social Seekers: 15 - 24

- Skew female
- Importance of experiences on and offline
- Active and health conscious
- Quality / value minded

yogen früz®

worldwide digital presence



yogen früz®

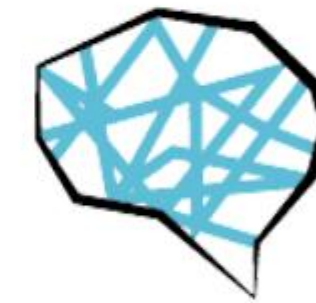
our social responsibility

Giving back to our community is important to us. As a brand, Yogen Früz supports the Brain Project run by Baycrest Foundation whose mission is to promote excellence in care, research, education and innovation in brain health and aging. Donations are used to fight against Alzheimer and related dementias.

Other supports include:

- Canadian Down Syndrome Society
- Canadian Breast Cancer Foundation
- The Haiti Relief Fund
- EB Medical Research Foundation

Our Franchisees are encouraged to make a difference in their community of their choice



the
brain
project

Baycrest

#NoBlankBrains®

yogen früz®

our product

Yogen Früz is a healthy frozen yogurt snack that has become one of the world's most popular frozen treats.

Yogen Früz frozen yogurt are made with 100% hormone-free milk and contain Probiotic cultures to deliver an all natural and nothing artificial healthy snack.

Available in a variety of frozen bars:

- Low-fat vanilla bar
- Low-fat chocolate bar
- No sugar added
- Vegan sorbet bar

yogen früz®

REALLY
REALLY
GOOD

**Our products are made
with Hormone &
Antibiotic Free Dairy**



our proprietary froyo[®] bar

Our frozen yogurt recipes are made with individually wrapped frozen yogurt bars that deliver operational benefits:

- Zero Waste (1 year product shelf life)
- Portion & Shrinkage Control
- Consistent Annual IQF (Individually Quick Frozen) Fruit Pricing
- Mass Customization (hundreds of unique flavour combinations)
- Cost Effective Equipment (compared to soft serve machines)
- Simple Operation (fast & easy to learn)

yogen früz[®]



our fruits

- 🍓 Individually quick frozen (IQF) fruits
- 🍓 Natural Fruit Flavours
- 🍓 No Preservatives
- 🍓 Vine-ripened then harvested
- 🍓 Customizable fruit blends
- 🍓 IQF fruit is preserved for optimal flavour and quality.

yogen früz®

REALLY
REALLY
GOOD

Our fruits are vine-ripened and picked at the peak of perfection!



our froyo[®] menu



flavürs

Our proprietary **Yogen Früz** bar mixed with IQF fruit, bringing together a perfect harmony of flavours with a rich velvety consistency.



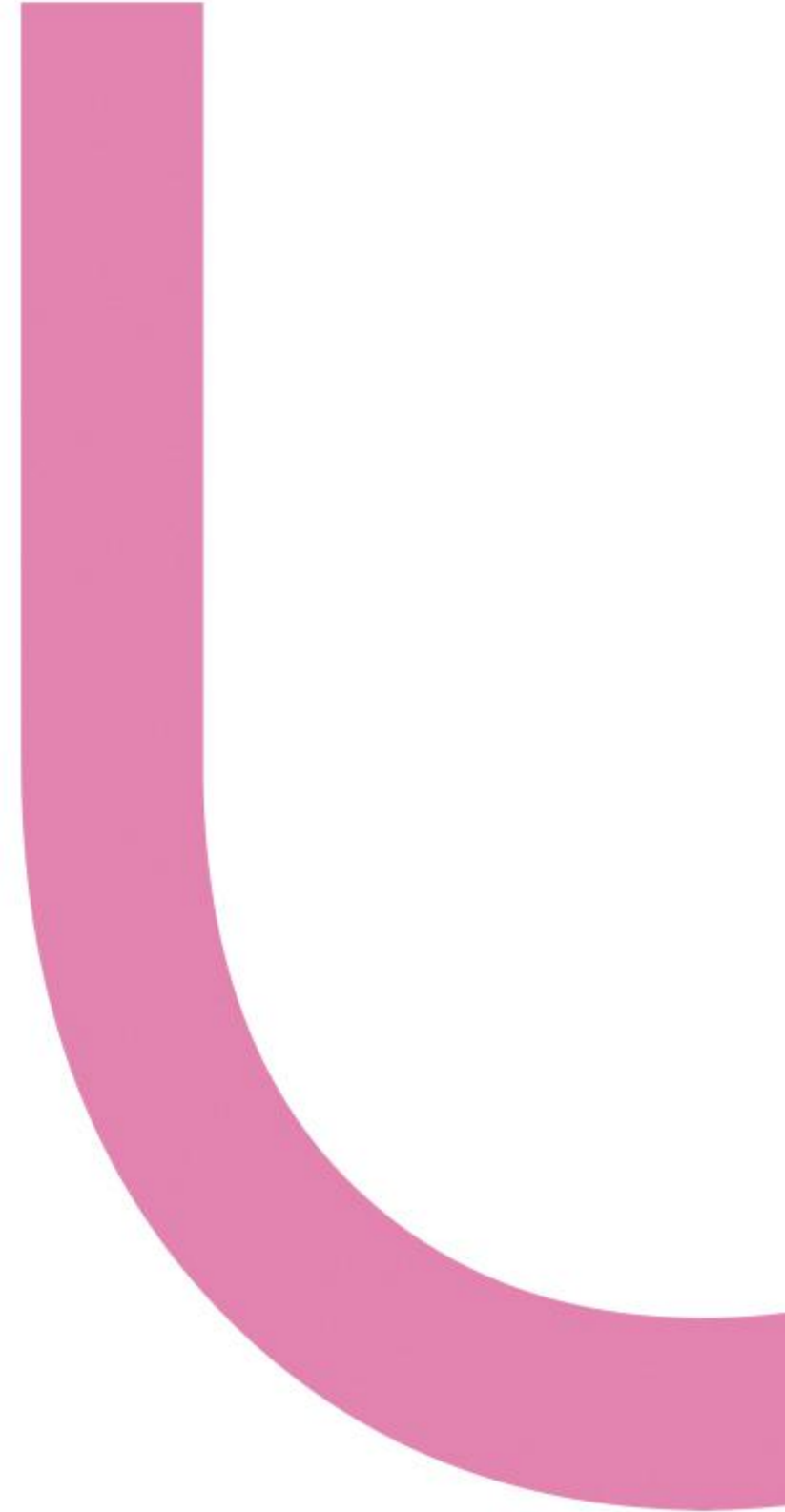
Ü sensations

Custom recipe of frozen yogurt made with **Yogen Früz** bar mixed with exotic new flavour and top it off with sweet treats and real fruit to create an extraordinary treat.



smoothies

Unique blend of frozen yogurt bar or sorbet bar combined with real fruit and juice to deliver completely fat-free and ice-free smoothies



flavÜrs

Ⓢ 4.80 Ⓜ 5.80 Ⓛ 6.80
+ toppings: 75¢ each
(10 - 200 cals)



strawberry
140 / 210 / 280 Cals



chocolate
180 / 250 / 310 Cals



blueberry
140 / 210 / 280 Cals



pineapple
150 / 230 / 310 Cals



raspberry
140 / 210 / 280 Cals



mango
150 / 220 / 300 Cals



banana
150 / 220 / 290 Cals



peach
140 / 210 / 280 Cals



blackberry
140 / 210 / 280 Cals



cherry
140 / 210 / 280 Cals



kiwi
150 / 220 / 300 Cals



watermelon
140 / 210 / 280 Cals

Adults and youth (ages 13 and older) need an average of 2,000 calories a day, and children (ages 4 to 12) need an average of 1,500 calories a day. However, individual needs vary.

Ü sensations

Ⓢ 5.60 Ⓜ 6.60 Ⓛ 7.60



chocolate almond
270 / 370 / 480 Cals
chocolate Froyo®
dark chocolate curls,
almond slices



piña colada
240 / 360 / 480 Cals
shredded coconut,
pineapple



red velvet
300 / 410 / 530 Cals
chocolate and vanilla
Froyo® frozen yogurt,
red velvet cake bites



mint chocolate chip
290 / 400 / 520 Cals
mint syrup, dark
chocolate curls



strawberry
cheesecake
260 / 390 / 520 Cals
strawberries,
cheesecake,
graham cookie
crumbs



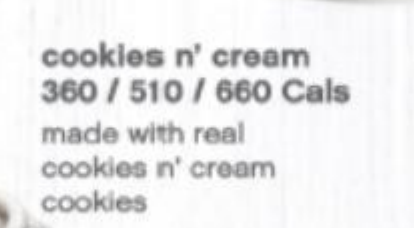
key lime pie
290 / 370 / 510 Cals
graham cookie
crumbs, key lime



coffee
270 / 380 / 480 Cals
premium espresso,
dark chocolate curls



green tea
with mochi
240 / 330 / 410 Cals
green tea powder, mochi



cookies n' cream
360 / 510 / 660 Cals
made with real
cookies n' cream
cookies

flavÜrs and Ü sensations pints now available!

smoothies

Ⓢ 5.15 Ⓜ 6.15 Ⓛ 7.15 + 75¢ for kale (10 Cals)

dairy



blueberry breeze
160 / 240 / 330 Cals
low-fat yogurt bar,
blueberries, bananas,
cranberry juice



peach berry sunset
150 / 240 / 320 Cals
low-fat yogurt bar,
strawberries, peaches,
apple juice



mango matcha
green tea
210 / 300 / 380 Cals
low-fat yogurt bar,
green tea powder,
mango, apple juice



strawberry
banana
170 / 260 / 340 Cals
low-fat yogurt bar,
strawberries, bananas,
pineapple juice

non-dairy



raspberry blast
180 / 270 / 360 Cals
raspberries, pineapple,
apple juice



tropical storm
190 / 280 / 370 Cals
mango, pineapple,
bananas, orange juice



very berry
170 / 260 / 340 Cals
strawberries, blueberries,
blackberries, cranberry
juice



mango mint
pineapple
190 / 290 / 390 Cals
pineapple, mango, mint,
orange juice

go green

Ⓢ 5.40 Ⓜ 6.40 Ⓛ 7.40



almond kale
240 / 350 / 430 Cals
low-fat yogurt bar, almond, kale,
bananas, cinnamon, pineapple juice

kiwi kale
190 / 270 / 360 Cals
sorbet bar, kiwi, kale, pineapple,
orange juice

avocado kale
180 / 280 / 370 Cals
low-fat yogurt bar, avocado, kale,
bananas, pineapple, apple juice

our früz tea menu

Our Früz tea is our optional beverage menu category that is trendy, fun and nutritious, catering to the ever popular world of artisan beverages.

fresh brewed teas

Brewed to order using a state-of-the-art tea-presso machine to deliver the ultimate freshness while maintaining tea's valuable nutrients.

Mixed with syrup or milk and topped with tapioca pearls, lychee jelly, aloe vera, or custard.

fruit slushes

Blended IQF fruit and real fruit syrup, topped with fresh-cut fruit or other topping of choice.

popping sodas

Syrup flavored soda water topped with popping boba. Made with soda stream.



FRÜZ TEA FRESH BREWED TEAS

R 4.99 L 5.99 XL 6.99

Ceylon Black Tea 140-270 Cals

Earl Grey Tea 140-270 Cals

Jasmine Green Tea 140-240 Cals

Passion Fruit Tea 160-370 Cals

Longan Honey Tea 130-190 Cals

Lychee Tea 190-380 Cals

Mango Tea 250-450 Cals

Green Apple Tea 260-500 Cals

Pineapple Tea 190-380 Cals

Strawberry Tea 180-410 Cals

Wintermelon Tea 220-400 Cals



TOPPINGS (5-210 CALS) 75¢ ea.

tapioca • grass jelly • aloe vera
lychee jelly • mango jelly
fresh strawberries • popping boba

FRÜZ TEA FRESH BREWED MILK TEAS

R 4.99 L 5.99 XL 6.99

Black Milk Tea 290-560 Cals

Earl Grey Milk Tea 320-570 Cals

Jasmine Milk Tea 300-580 Cals

Taro Milk Tea 480-840 Cals

Matcha Milk Tea 320-610 Cals

Peach Oolong Milk Tea 320-610 Cals

Coconut Milk Tea 400-730 Cals

Mango Milk Tea 410-830 Cals



Strawberry Milk Tea 410-830 Cals

Honeydew Milk Tea 450-800 Cals

FRÜZ TEA FRUIT & MILK SLUSHES

R 5.99 L 6.99 XL 7.99

Strawberry Banana Slush 180-410 Cal

Mango Slush 250-450 Cals

Passion Fruit Slush 220-350 Cals

Green Apple Slush 220-350 Cals

Strawberry Blueberry Slush 170-350 Cals

Watermelon Slush 140-210 Cals

Pineapple Mango Slush 200-400 Cals

Blueberry Mango Slush 200-400 Cals

Strawberry Slush 170-350 Cals

Pina Colada Slush 230-450 Cals

Matcha Milk Slush 310-490 Cals



Coconut Milk Slush 350-550 Cals

Taro Milk Slush 440-680 Cals

Avocado Milk Slush 400-870 Cals

Honeydew Milk Slush 460-720 Cals

FRÜZ TEA SIGNATURE DRINKS

R 5.99 L 6.99 XL 7.99

Brown Sugar Latte with brown sugar jelly boba, tapioca 260-450 Cals

Peach Oolong Latte with lychee jelly boba, tapioca 320-570 Cals

Tropical Green Tea with fresh pineapple, mango, orange, lime 140-240 Cals

Dragon Fruit Tea with dragon fruit or strawberry pieces 140-240 Cals

Black Iced Tea with fresh lemon 140-240 Cals



Pineapple Fruit Tea with fresh pineapple 140-240 Cals

Watermelon Fruit Tea with fresh watermelon 140-240 Cals

FRÜZ TEA POPPING SODAS

R 5.99 L 6.99 XL 7.99

Mango Soda with mango popping boba 370 Cals

Strawberry Soda with lychee popping boba 310 Cals

Passion Fruit Soda with lychee popping boba 290 Cals

Green Apple Soda with strawberry popping boba 340 Cals

Lychee Soda with strawberry popping boba 360 Cals

Pineapple Soda with mango popping boba 370 Cals



our store environment

Yogen Früz strives to transform ordinary retail space into something extraordinary. Modern, sleek, clean design style.

Store finishes are both high quality and durable, including corian countertop, glass tiles, wood, and stainless steel

Our simple menu and flexibility allow to fit any store size, layout and format:

**Stand
Alone**

**In-
Line**

Kiosk

**Co-
Brand**



yogen früz®



CANADA



VIETNAM



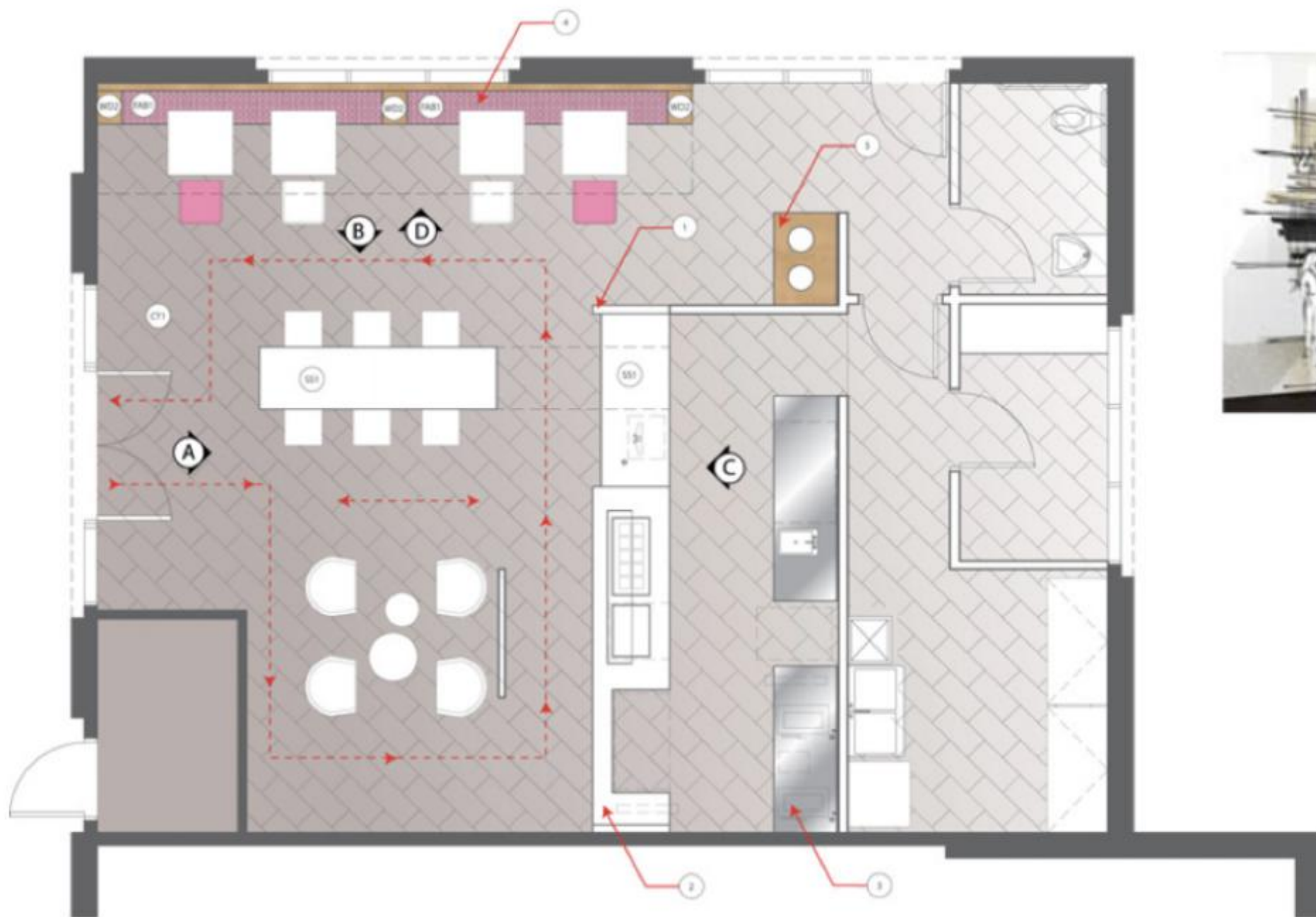
USA



MEXICO

stand alone store

1200 sq ft (111 sqm) stand alone store



FINISHES

WD2 : wood veneer
SS1 : white solid surfacing
CT1 : 12x24 porcelain tile
FAB1 : maharam fabric

NOTES

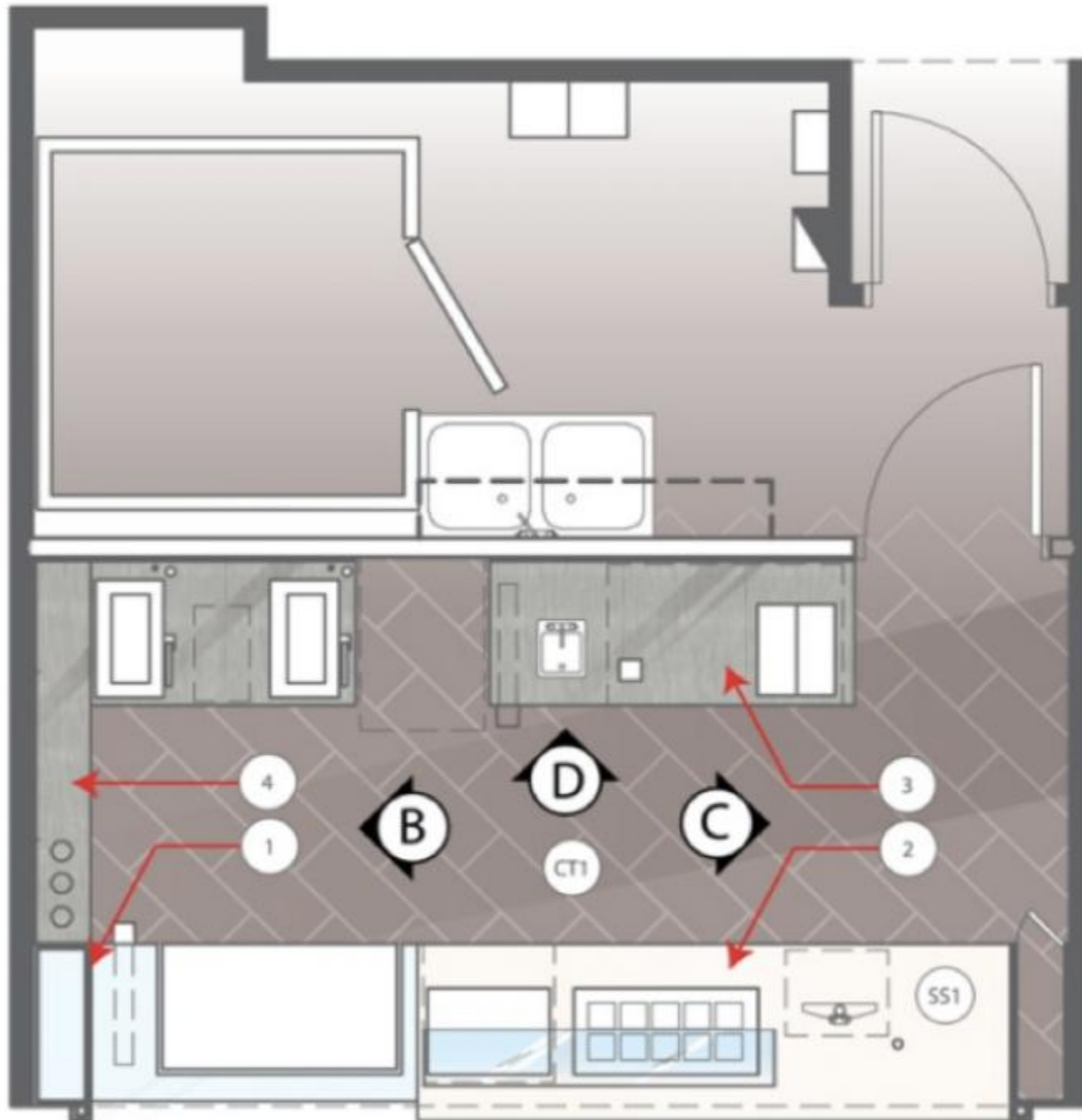
1. white surround
2. front counter
3. back counter
4. bench
5. garbage/recycling unit



yogen früz®

in-line store

300 sq ft (28 sqm) in-line store



FINISHES

SS1 : white solid surfacing

CT1 : 12x24 porcelain tile

NOTES

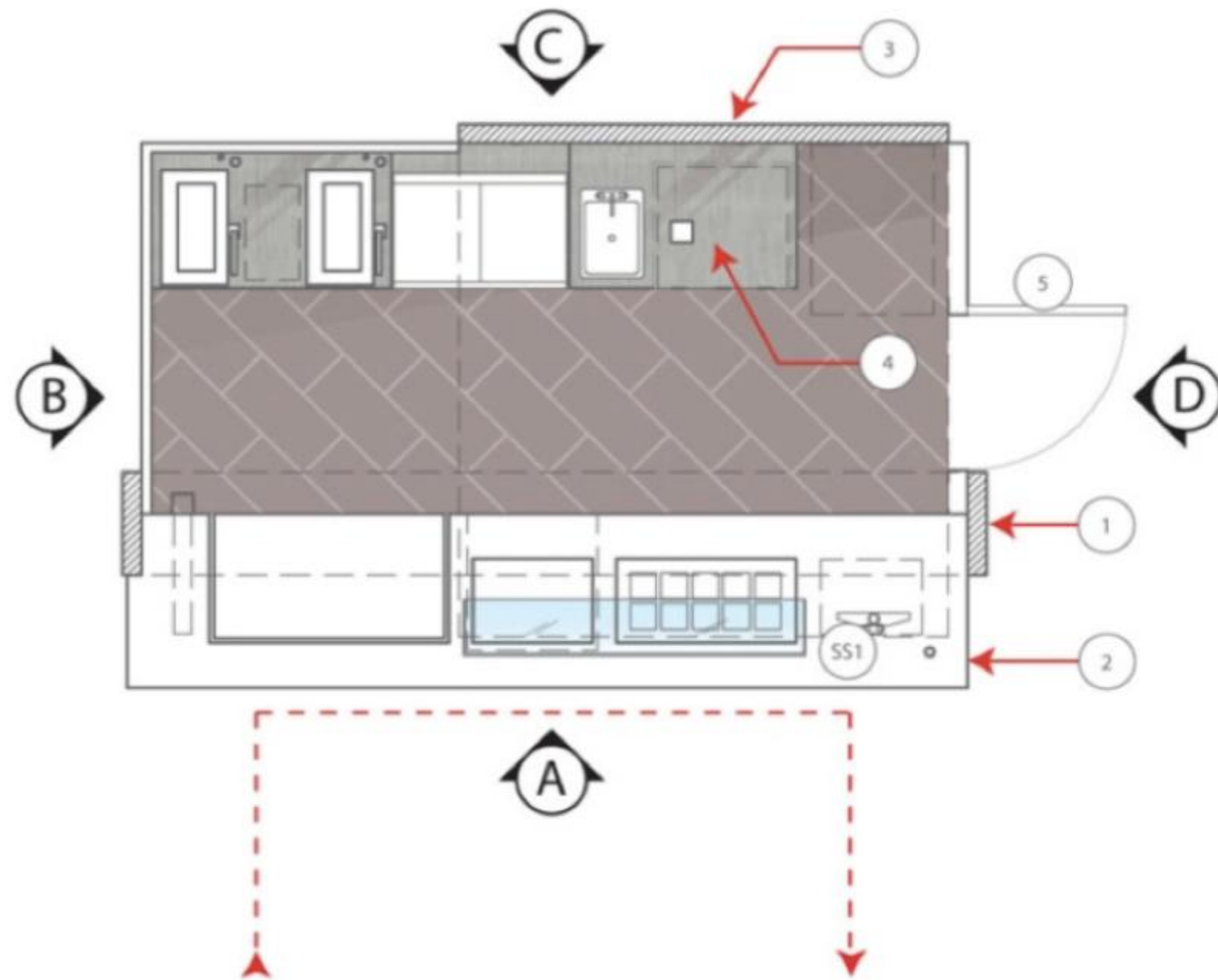
1. white surround
2. front counter
3. back counter
4. side counter



yogen früz®

the kiosk

150 sq ft (14 sqm) kiosk



FINISHES
SS1 : white solid surfacing

NOTES
1. white surround
2. front counter
3. menu wall
4. back counter
5. access door



yogen früz®

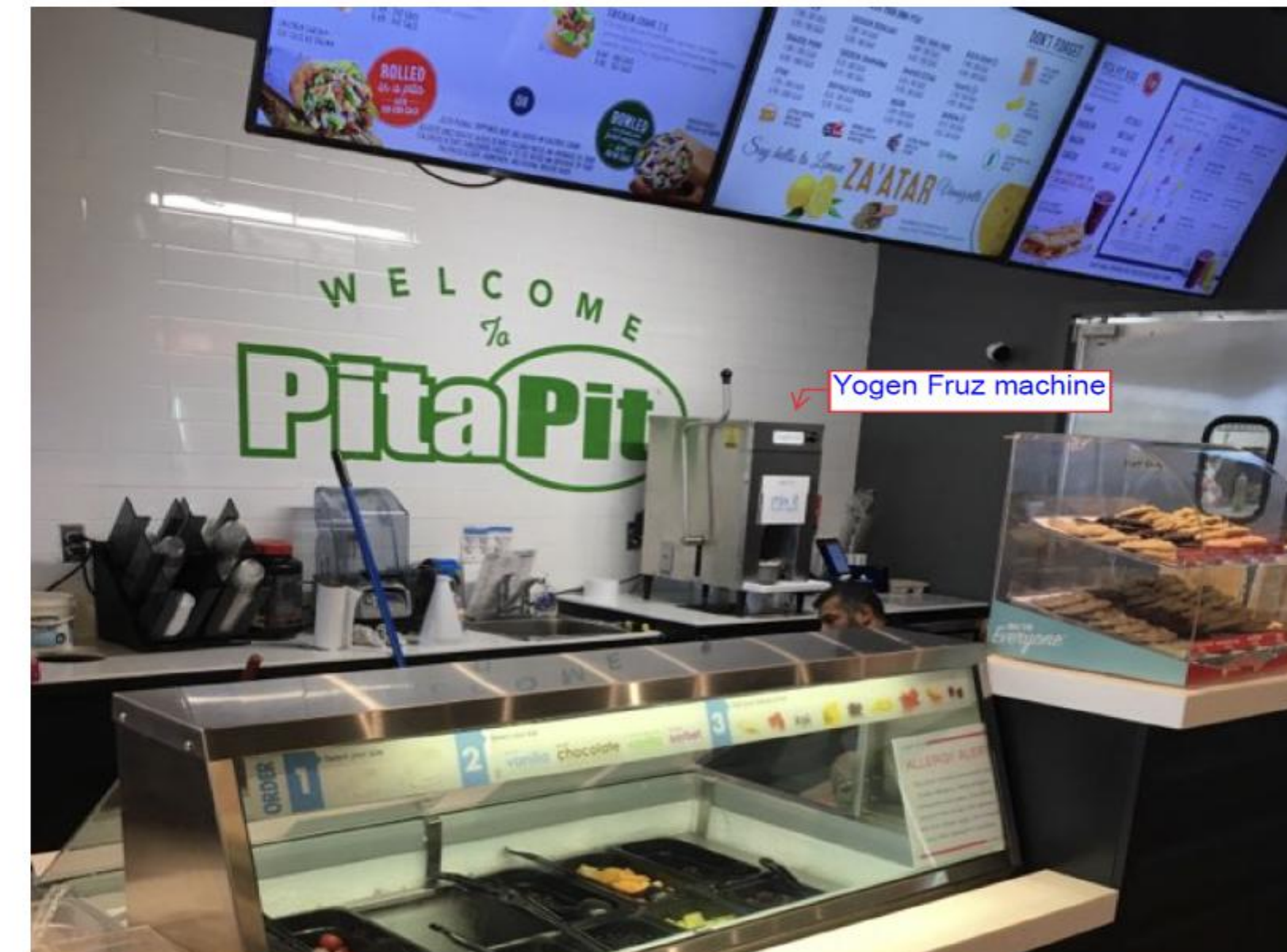
co-brand partnership

In addition to the traditional stand-alone store, in-line or kiosk options, Yogen Früz machines and equipment can easily be incorporated into existing brands or establishments, such as hospitals, theatres, schools cafeterias, coffee shops or restaurants.

Benefits:

- Incremental sales to your existing business
- Increase awareness
- Drive incremental day-part sales
- Drive new users

yogen früz®



mobile units

customized options and plans available for mobile units



yogen früz®

our equipment

core:

- YFM machine – proprietary equipment to mix froyo® flavürs and ü sensations
- Dipping freezer cabinet
- Blender for smoothies

optional:

- Teapresso – state of the art fresh brewed tea machine to make früz tea recipes

yogen früz®

YF kiosk mix it frozen yogurt



YF kiosk mix it frozen yogurt & blended smoothies



our support

Operational and Training Support

- Start-up and ongoing operational support, instructional in-store training and operations manuals.

Retail Design

- Attractive and inviting store design manual & equipment layout.

Marketing support

- Asset library and Brand style guide
- New market and store opening toolkit
- Yogen Früz owned channel promotion, including website, social media and public relations.

Product Development

- Our active Research & Development team is committed to creating innovative new products prompting customers to return again and again, keeping Yogen Früz ahead of the competition.



yogen früz®

contact

Irena Rakhamimov

franchise sales

e. irena@yogenfruz.com

p. 905.479.8762 x358

corporate office:

210 Shields Court

Markham, ON L3R 8V2

Canada

www.yogenfruz.com

   **@yogenfruz**

yogen früz[®]

