

Yogurt Popularity

August 12, 2010



The frozen yogurt phenomenon

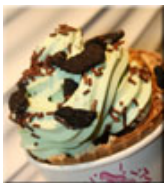
that the distributors in the Western US have been experiencing is spreading across the country. (see following pages for some stores) As with many trends in the food service industry, success breeds success. Lines of customers at yogurt shops and busy cash registers have lead to a huge interest from customers wanting to take this profitable business model to their hometowns to cash in.

Customers serve themselves in these locations, dispensing their own yogurt and topping. The wide variety of toppings allow the customer to create their own unique treats. Typically these self service yogurt shops offer from six to as many as twenty flavors of frozen yogurt.



Toppings ranging from fresh fruits, nuts, cookie dough, syrups to candies such as gummy worms.

Customers take their custom creations to the cash register where it is weighed and paid for by the ounce. Per ounce prices can be as high as 50 cents.



The appeal of course, to the store owners, is the large profit margins and low labor costs of operating the location. Many shops operate with just two employees, one running the register; the other fills the freezers, stocks the toppings and cleans.

Self serve yogurt locations sell by weight and owners prefer to lower the overrun of the finished product. Machines are most often installed in a false wall that exposes the yogurt freezer from the drip tray to the merchandiser. This installation allows the operators to fill the machines from the rear of the freezer, out of sight from their customers. The machines of choice for these locations have been the SL500 or the 180T-RMT. Electro Freeze recently redesigned the 180T-RMT to meet American Disability Act (ADA) standards. The height of the 180T-RMT has been reduced by three inches. When ordering the 180T-RMT please specify if you require the ADA specifications.

Electro Freeze offers several advantages to the self service yogurt operators over our competitors:

- Single power supply per freezer (180T-RMT & SL500). Less power consumption leads to additional profits.
- Self-closing handles...eliminates mess and reduces product waste.
- Best product quality available...smooth and creamy consistency.
- When they purchase Electro Freeze...they get you as a business partner and your service support.

For Electro Freeze distributors, the self service yogurt business represents a huge opportunity. Recently Electro freeze partnered with YoCream at the Texas Restaurant Association show and at the Louisiana Restaurant show to dispense YoCream product. YoCream will also be dispensing their product from Electro Freeze equipment at the Western Restaurant show in Los Angeles.

Our distributors have realized phenomenal results as a result of partnering with mix suppliers at trade shows. It would be in your best interest to develop a relationship with area yogurt representatives. A strong relationship will allow you to exchange information concerning accounts that are opening in your area. Offer them the use of your facility to demonstrate their products to allow you the opportunity to meet with their customers. Partner with them to supply equipment for food distributor shows that they participate in. For additional information concerning national yogurt suppliers please contact your Division Manager.

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Kiwi Yogurt is a family owned and operated business that was founded in 2008 by the Mealey brothers Matt and Ryan. They have one goal: to provide their guests with the ultimate dessert experience while doing it in a fresh, flavorful, fun way. They currently have stores in Pennsylvania and New Jersey. This account was successfully captured by: Sentry Equipment.



Visit their website [http:// www.kiwifrozenyogurt.com/](http://www.kiwifrozenyogurt.com/)

Other locations using Electro Freeze freezers...



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Sweet CeCe's Frozen Yogurt and Treats

is headquartered in Nashville, TN.

This chain currently has 11 locations with several more stores about to open. Those locations are Nebraska; Jackson, MS; Grove City, PA; Jacksonville, FL; Memphis, TN; Mt. Juliet, TN; Murfreesboro, TN; Brentwood, TN and Cool Springs, TN. See their website <http://sweetceces.com/>

Brian Moore and his wife CeCe started this chain of upscale yogurt shops because they have a passion and recognized a great opportunity. Frozen sweet treats. Desserts. Homemade ice cream. Most people love to simply eat them, but CeCe's passion is also creating them. It is a pas-

sion that grew from fond memories CeCe has from her childhood, surrounded by her grandparents, great aunts, and great uncles in North Carolina, who made homemade ice cream with fresh fruit mixed in for every family gathering.

Soon, CeCe began creating and taste testing her own creations, and has become quite the expert in pairing her healthier frozen yogurt alternative with sweet toppings for a taste experience that few can resist. It has to be the sweetest job ever! They offer 12 – 16 flavors of yogurt depending on the location. For toppings the offering includes fresh strawberries, blueberries, raspberries, mango, blackberries and bananas. Besides the fruit, *candy, cookies and nuts are also available.*

What this means for an Electro Freeze Distributor in terms of machine sales is enormous. One location would require 6-8 soft serve yogurts freezers. The most popular models for yogurt shops are the *new* SL500, 99T-RMT or the 180T-RMT. Take a moment to do the math for the freezer sales for one location. Then imagine a store that begins to franchise it's concept.

We believe this yogurt boom is not a short lived craze, but is here to stay. The key is to get a store in your area set up with Electro Freeze equipment. Once that is done it becomes much easier to write orders for more yogurt shops.



Sweet CeCe's
Store in Franklin, Tennessee