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Menchie's is a Bunch of Good Mensches

By Chris Chamberlain



One of the uplifting stories to come from the flood-relief effort concerns the good folks at Menchie's Frozen Yogurt at 6900 Lenox Village Drive. Imagine being a brand new franchise owner about to open your doors for the first day. You plan your grand opening and promote it for weeks. Then you sit back and wait for the customers to pour in and throw their wallets on your counter.

Then it starts to rain. As the impact of the flooding became evident, Alan Sims, majority owner of Menchie's Nashville franchise, immediately switched from marketing mode to charity provider. He wanted to start helping his Nashville neighbors immediately, and he realized that Menchie's could help by doing what they do best: frozen yogurt.

"I started spreading the word that if you wanted to take your mind off the flooding, then come to Menchie's and I would buy everyone a cup of yogurt," Sims said. "Nearly 900 people accepted that offer, and there was a full house until closing."

As the waters began receding, East Tennessee native Sims was both overwhelmed by the level of devastation in his new community and impressed by the way Nashvillians responded. He knew that he had more to give, and he came up with an approach to let Menchie's serve as an outlet to support flood-relief efforts.

To support Nashville flood relief, Menchie's Tennessee stores, including the brand new Menchie's at Lenox Village, are hosting a benefit weekend this Friday, Saturday and Monday, May 14-15 & 17.

menchie's in the news

On Friday and Saturday, 10 percent of sales will go to help flood victims through the Tennessee Emergency Response Fund of the Community Foundation of Middle Tennessee. Customers are also encouraged to make additional monetary donations to the fund at the Menchie's store. As added incentive, Sims will match dollar for dollar all customer contributions (up to \$2,000). Each contributing customer will receive a Menchie's T-shirt (while supplies last).

On Monday, Menchie's will continue giving by participating in the "Eat Out for Nashville" fundraiser. Fifty percent of Monday's revenue will be given to the Tennessee Emergency Response Fund of the Community Foundation of Middle Tennessee.

Started in 2007, Menchie's already has 34 locations in Georgia, California, Hawaii, Florida, Nevada, Washington, Tennessee, Louisiana, Ohio, Maryland and Texas. They offer 100 rotating flavors and over 70 rotating toppings. There are also nonfat, low carb, no sugar added, gluten free, kosher and non-dairy soft serve options available. Expect 14 flavors each day, but each of the 7 machines (each machine has two flavors) also has a swirl option, so that adds a few more options to the mix. Plus with all the toppings they have, it'd be hard to ever run out of a new combination to try.

Sure, it's a bit of a schlep out Nolensville Road to Lenox Village. But think what a good dessert this would make on the way back from Martin's BBQ. Give them a try and help out the flood relief effort!

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