

FRANCHISEUPDATE

Sweet Rewards: Loyalty and Email Program Launched for Yogurt Lovers

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Menchie's, the Encino, California-based frozen yogurt franchise brand, is turning to technology to separate itself from the competition while building an even stronger bond with its customers. The brand just launched its new *mySmileage* customer loyalty program. The new loyalty and email marketing initiative offers customers an easy way to sign up online at www.menchies.com, through Facebook, and Twitter, as well as in Menchie's stores. On-the-go customers can join with just their mobile phone number. Company sources say *mySmileage* puts a unique spin on traditional frequent flier programs that airline companies have offered consumers for years.

Once members of the *mySmileage* program, customers earn one "Smile" for every dollar spent in stores. Each time a customer earns 50 "Smiles," Menchie's automatically loads \$5 in Menchie's money onto their *mySmileage* card. Customers can pick up their *mySmileage* cards at Menchie's stores, via a plastic wallet card and key chain card presented in a "Passport" with an explanation of the program. From then on, at the time of payment, customers simply present their card or provide the cell number they registered with to earn their points.

"This is the beginning of a whole new world for Menchie's rapidly growing fan base," says Amit Kleinberger, CEO of Menchie's Global Headquarters. "Their loyalty is second to none and they've told us time and time again that they can't get enough Menchie's. *mySmileage* provides them access to Menchie's fun-loving spirit and vibe anytime they want." He says *mySmileage* gives their customers a unique way to interact with their brand. "Special rewards are tailored to their preferences and our online platform lets customers immerse themselves in a Menchie's world filled with unexpected surprises."

In its first week (during early May), Menchie's *mySmileage* program registered over 40,000 cardholders across all of its 72 nationwide stores. In addition, Menchie's has already spread over 328,500 "Smiles" (or rewards) to its customers, and plans to celebrate one million cardholders by the end of the year.

"*mySmileage* has been designed to let our customers live out their love for Menchie's. It hits home with our customers in a way that advances our mission to 'make you smile'," says Kleinberger. "Menchie's fans will be able to connect with the brand because we're offering them something they value."

Furthermore, the brand hopes the *mySmileage* program will create an environment of interactive games and activities in a newly created online environment.

Menchie's is a frozen yogurt brand that allows customers to serve themselves from a mix of fresh yogurt and toppings with more than 100 rotating yogurt flavors and more than 70 rotating toppings including fresh fruits, granolas, nuts, an assortment of candies and hot fudges.