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## Menchie's 'Tops Off' 2010 with Record Franchise Growth

### Frozen Yogurt Franchise Holds Industry Sweet Spot with Self-Serve Customization Model

ENCINO, Calif., Dec. 15, 2010 /PRNewswire/ -- Menchie's experienced a banner 2010 as heightened cravings for frozen desserts helped catapult the brand to its status as the nation's fastest growing frozen yogurt franchise.

After only three years of franchising, Menchie's has opened more than 60 frozen yogurt stores, 40 which opened this past year alone. In addition, Menchie's has signed agreements for another 100 stores which are currently in development. Outside of its expansion across the United States, Menchie's also opened two franchise stores in Canada and has contracts for locations in Mexico, Japan, Australia and Morocco, opening this coming year.

"Our 'check mate' is providing a cup of yogurt filled with smiles as our customers see Menchie's as a lifestyle brand in addition to being their favorite frozen yogurt destination," said Amit Kleinberger, CEO of Menchie's Global Headquarters. "Our model – providing a superb product and the ultimate in-store experience – is an attractive one that promotes smiles, and sets us up for infinite future development. Based on current growth rates, we expect to open our 100th store within the next six months, and sign agreements for an additional 200 locations next year."

The unique Menchie's experience allows customers to help themselves to an unlimited mix of yogurt and toppings, including more than 100 rotating yogurt flavors and more than 70 rotating toppings. In 2010, Menchie's expanded its wide variety of offerings to include its own private label flavors, including 'Red Velvet,' 'Vanilla Snow,' and most recently, 'Gingerbread'.

Commitment to quality is another factor contributing to Menchie's robust success. Using the highest quality frozen yogurt at all of its locations globally which is made exclusively through its own label, Menchie's frozen yogurt contains live and active cultures and has received the Live and Active Culture (LAC) seal indicating its endorsement by the National Yogurt Association.

Fundraising has also helped put Menchie's on the map, both locally and nationally. In 2010, Menchie's franchisees donated tens of thousands of dollars to various charities and school programs, including Autism Speaks, The American Red Cross and the Muscular Dystrophy Association, among others.

# menchie's in the news

"Because of our superior product, unique in-store experience, commitment to quality, and world renowned team, Menchie's has proven to be the preferred frozen yogurt franchise in the restaurant category," added Kleinberger.

In July of this year, Menchie's was named #1 in *Restaurant Business Magazine's* 'Future 50' list, ranking it the fastest growing franchise in the restaurant industry with a 748 percent growth. Additional awards that Menchie's has won include:

- Best Frozen Dessert in Los Angeles by Nickelodeon's Parents' Picks
- Best Frozen Yogurt by Honolulu Magazine
- Best Frozen Yogurt by Sophisticated Woman Magazine
- Best Frozen Yogurt Shop by My FOX LA's Hotlist
- 1st Place in the Frozen Yogurt Wars by Park Cities People Newspaper, TX
- Best Dessert in Los Angeles by the Los Angeles Daily News

For more information on Menchie's, including franchising opportunities, please visit [www.menchies.com](http://www.menchies.com).

## **ABOUT MENCHIE'S**

Menchie's mission statement is "we make you smile". Menchie's achieves this by providing customers with the opportunity to create their own unique combinations from over 100 rotating yogurt flavors and 70 rotating toppings, until their perfect mix is made. Catered towards families and children, Menchie's provides an interactive store experience, enjoyable music, and relaxing indoor and outdoor seating areas where family and friends gather. Menchie's franchisees are actively involved in the community, donating thousands of dollars to local school programs and charitable organizations. In July 2010, Menchie's was awarded 1st place in *Restaurant Business Magazine's* annual 'Future 50' list, ranking it the fastest-growing franchise in the restaurant industry. Menchie's has 60 locations open, with an additional 100 currently in development. Menchie's has also begun international expansion, with two stores open in Canada, and has plans to operate stores in Japan, Mexico, Australia and Morocco in 2011. For more information, including franchising opportunities, visit [www.menchies.com](http://www.menchies.com).

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