

Menchie's frozen yogurt serves up smiles

By Whitney Hamrick | May 10, 2012

With the heat rising and the summer sun blazing, Winter Spring residents have a new place to chill as they satisfy their sweet tooth at Menchie's.

Located on the north side of Red Bug Lake Road, Menchie's is a treat for both the eyes and the taste buds with numerous toppings, creamy yogurt and fun decorations.

Owner Montserrat Miranda and developer Myriam Jaramillo met in 2009 not realizing they would one day be business partners. Both served tenures at the Disney International Program as representatives of Mexico, where they gained experience in merchandising, food and beverage, and guest relations.

"I was very lucky to meet [Miranda] while we were doing the Disney program, we were rivals," Jaramillo said. "We had a friend in common in Mexico and from here. We had a very good relationship and we had the same interests in starting a business. Then she invited me to join her in this experience."

Miranda and Jaramillo fell in love with the Winter Springs community and decided to go into business together through a franchise they felt to be in spirit with the world they loved while at Disney.

"I identify with the mission, the vision and the family-friendly concept, which really complements well with Disney as my background," Miranda said. "We make you smile. We want to sell more than a cup of yogurt. We want everyone to leave with a smile on their face, have a great experience and share some family time."

The lime green walls and the brightest of magentas meet around the circular counter as a crescent wall of frozen yogurt dispensers allow customers to choose a variety of flavors including chocolate banana, peanut butter, red velvet cake and more traditional flavors. Waiting after you select your flavor is a bar with every possible topping imaginable ready to adorn your treat.



Myriam Jaramillo displays the Menchie's passport, which is part of their rewards

"When I think of Menchie's I think of a happy place," Miranda said. "You have to see the kids that come in here when they have the opportunity to serve their own cup of yogurt. They can have as much toppings as they want."

New customers will receive a "My Smileage" passport, which includes customer rewards card that accumulates compensation for a happy face.

Menchie's flew both Miranda and Jaramillo to Los Angeles to receive in-depth training from the corporate office. They worked every position prior to developing a business plan for their own location for 15 days. They were also taught by an instructor who flew in to help educate their team as well.

"We were working in the classrooms, in the stores, opening shifts, closing shifts," Jaramillo said. "We were working with others who came from all over, internationally."

Everything in the store was hand-selected by the duo and though the shop is a part of a franchise, it is very much their own.

Part of the business model both Miranda and Jaramillo also responded to is the dedication Menchie's has to local communities through providing fundraising services, which will enable anyone looking to give back a 25 percent return on an event.

"We are working to do fundraising events because that is a part of our values," Jaramillo said.

Currently, the yogurt shop is working with Red Bug Elementary as part of the school's "Dine Out" program, which gives back a percentage of sales to the school.

Parents picking up their children on a hot day can now swing by Menchie's for a cool and tasty treat as the staff encourages you to "have a smiley day."

BOX:

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