



yogurtini<sup>®</sup>  
self-serve



*Now Swirling*  
**DELICIOUS  
FRANCHISE  
OPPORTUNITIES**





# THE YOGURTINI OPPORTUNITY

For more than 15 years, Yogurtini has been swirling its way into customers' hearts across the country with our delicious and exciting self-serve frozen yogurt concept. Founded by two sisters and managed by a team of experts with decades of experience as franchisees and franchisors, the Yogurtini franchise system is designed to help you succeed from day one. We offer superior support at every step so you are well prepared to delight your customers with Yogurtini's endless options.

- 16 premium frozen yogurt flavors per location
- Self-serve toppings bar with 60+ choices
- Strong customer loyalty
- Simple operation
- Low staffing model





# OWNING AND MANAGING A YOGURTINI



Yogurtini is a self-serve food establishment: customers fill their own cups with as much of one or more flavors of frozen yogurt and select from the 60+ toppings on the toppings bar before paying by the ounce for their creation. Quality and fresh products, customer service, and cleanliness are a priority. The best-performing stores in our system are run by dedicated owner-operators who spend their time in-store.

## Record Keeping

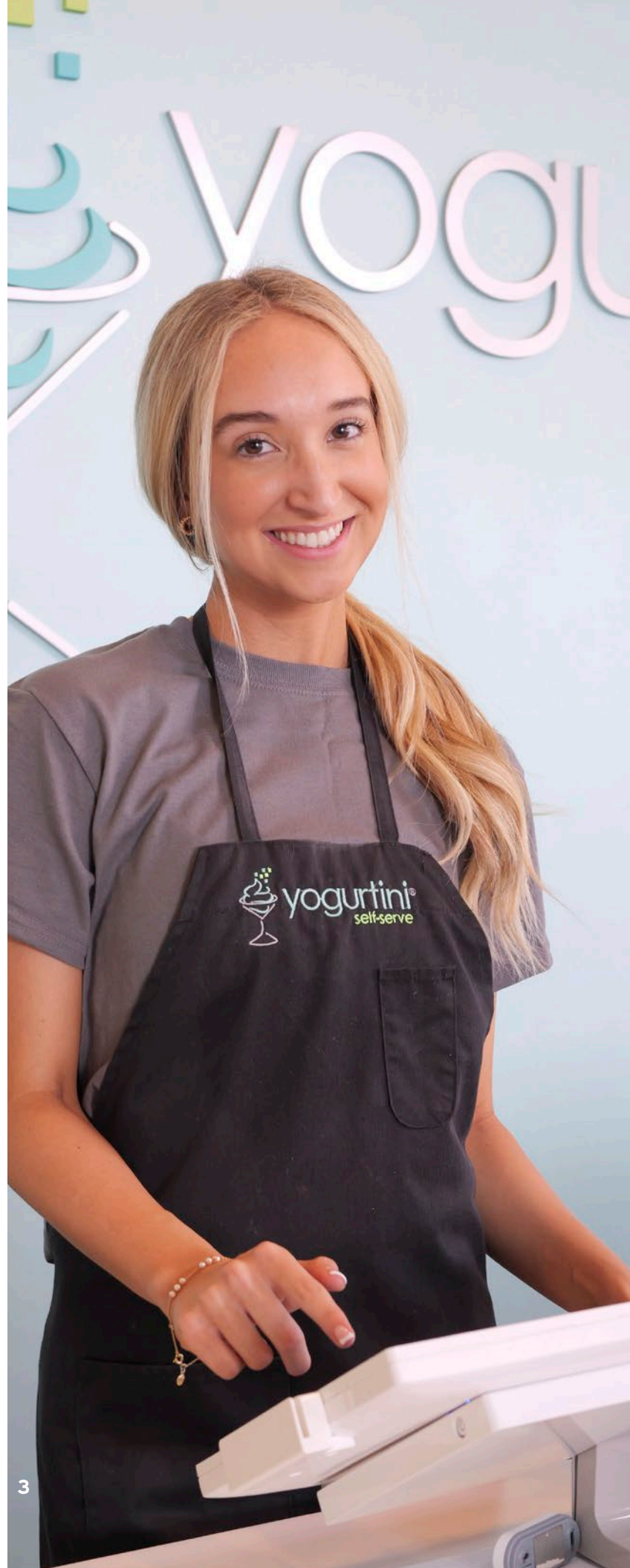
We provide you with a complete business format to maintain proper control of your operation. Some forms provided include: daily sales, inventory control, accounting formats to generate income statements and balance sheets, and payroll control forms. With our help, you will have the opportunity to run your operation efficiently and effectively from the beginning.

## Staffing

The number of employees in your store will vary depending on your store and the season. An average store consists of one full-time employee and one to three part-time employees in addition to you.

## Store Locations and Construction

- 1200-1600 square feet
- Site selection assistance
- Yogurtini design and finishings recommendations



# WHAT IT TAKES TO OWN A YOGURTINI



- A passion for business and for the brand
- Operations or ownership experience
- Strong ties to the community and a desire to build a business
- Verifiable liquid assets of at least \$160,000

## At Yogurtini, we support you at every step

- Hands-on training program with Corporate and existing franchisees
- Ongoing marketing and operations support
- Mass purchasing power

## Franchise Terms

- **Initial Investment:** \$418,500-\$629,920\*
- **Initial Franchise Fee:** \$25,000
- **Royalty Fee:** 6% of gross sales
- **Marketing Fee:** 1% of gross sales

\*Please refer to Yogurtini Franchise Disclosure Document for full terms



# INDUSTRY LEADING SUPPORT FROM A TEAM OF EXPERTS



**Neal Dahya**  
**CHIEF EXECUTIVE  
OFFICER (CEO)**

As CEO, Neal Dahya leads the restaurant franchisor group focusing on strategic growth, operational excellence, and innovation.

“Having overseen and invested in nearly 200 restaurant locations under major brands such as Applebee’s and IHOP, I’m proud to bring the Yogurtini brand to franchisees. It offers the unique opportunity to own a thriving, vibrant brand with relative operational simplicity and a low-staff operating model; a winning combination.”



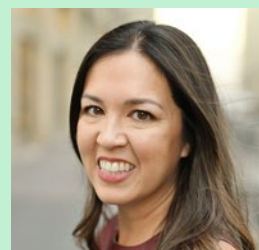
**Steve Hubbard**  
**CHIEF OPERATING  
OFFICER (COO)**

Steve Hubbard brings over 40 years of experience in the food service industry, excelling in leadership roles that drive operational success, including 5 years in independent restaurant operations and 30 years with Applebee’s, where he progressed from Kitchen Manager to Senior VP of Operations, overseeing 56 locations.



**Nimesh Dahya**  
**CHIEF FINANCIAL  
OFFICER (CFO)**

Nimesh Dahya brings extensive expertise in financial management, operational efficiency, and business growth. His leadership ensures the company remains agile and that franchisees are supported with financial strategy.



**Chelsey Seabrook**  
**CO-FOUNDER AND  
CHIEF MARKETING  
OFFICER (CMO)**

The original co-founder of Yogurtini, Chelsey Seabrook, recently rejoined the team to bring marketing excellence to the brand. In addition to creating and operating the first Yogurtini location and brand, Chelsey has overseen marketing and brand management at Procter & Gamble, Anheuser Busch, and healthtech startups, Glow and Audicus.



# WORLD-CLASS SUPPORT

## *Real Estate & Financing*

- Site selection and set-up assistance
- Dedicated real estate team assists with demographics and lease negotiations on your behalf
- 3rd party financing opportunities available

## *Training*

- Comprehensive training program prior to opening at a Yogurtini location
- On-site training and opening support
- In-depth franchise operations manual

## *Ongoing Support*

- Ongoing visits and communications from our support and executive staff
- Access to Yogurtini team for ongoing assistance
- Franchisee network to help your location succeed

## *Marketing*

- Grand opening playbook with PR campaigns, online support, ads, and print materials
- Design and advertising programs to drive traffic to your store





# CONTACT US

You're just a phone call or email away from learning more about what Yogurtini has to offer. We encourage you to meet a representative to learn how Yogurtini offers unlimited potential for you to own and grow your own business.

Email: **franchise@yogurtini.com**

Phone: **(404) 248-9900**

Web: **yogurtini.com/franchise**

Street: **14071 Peyton Drive, Suite 2697**  
**Chino Hills, CA 91709**

This advertisement is not an offer to sell a franchise. Any offer to sell this franchise will be made by a Franchise Disclosure Document and only the following registration by Yogurtini in any state requiring registration prior to sale.

In New York: This advertisement is not an offering. An offering can only be made by prospectus filed first with the Department of Law of the State of New York. Such filing does not constitute approval by the Department of Law.

In California: These franchises have been registered under franchise investment law of the State of California. Such registration does not constitute approval, recommendation or endorsement by the Commissioner of Financial Protection & Innovation nor a finding by the Commissioner that the information provided herein is true, complete and not misleading.



