menchie's

Franchise Information Report



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What is Menchies?

The Biggest Self-Serve Frozen Yogurt Franchise

Menchie's is the largest self-serve frozen yogurt franchise in the world, an international company with hundreds of stores across the globe.

Menchie's began franchising in 2008. Menchie's is not in the business of frozen yogurt. We are in the business of making people smile. And that's what prospective franchisees understand right off the bat.

Are you someone with an entrepreneurial spirit and a passion for making guests smile? If so, you may be right for Menchie's. The question that remains: Is Menchie's right for you?

Menchie's Franchise Philosophy

Menchie's is a place where, when you go there, you don't want to leave. We've designed our stores to be inviting and fun, a great place for families and guests of all ages to hang out.



We want every guest to come away with a great frozen dessert *and* a great experience. We want everyone to leave Menchie's feeling better than they did when they first walked in. Every Menchie's owner learns about the importance of guest care and greeting everyone with a smile so they leave with a smile.

"When you take care of your guests and make them smile, they will take care of you and your business," – and that is at the core of Menchie's Unique Selling Proposition.

We serve our own private label yogurt, and we have varieties that appeal to every palate and diet, from tart and non-fat to low-carb, gluten-free and non-dairy. Speaking of dairy, we get all our milk products from a California dairy where cows are never treated with artificial growth hormones. We don't believe in making or serving anything to our guests that we wouldn't serve to our own families.

What Makes Menchie's the Best Yogurt Franchise?

What makes Menchie's stand out from the crowd is our devotion to the guest experience.

What do we mean when we say "guest experience?"

For instance, Honda sells motorcycles but Harley Davidson sells a lifestyle. Menchie's is like Harley Davidson.

Dunkin Donuts sells coffee. Starbucks serves community and conversation. Menchie's, like Starbucks, sells more than products.

Our competition sells frozen yogurt. While we do serve up a high-quality, great tasting frozen dessert, more importantly we serve up smiles. While guests' taste preferences may change over time, their desire to take their family out to a family-friendly environment, smile and laugh will never go out of style.

Our dedication to delivering a flawlessly fun guest experience has paid huge dividends for our franchisees. Here are some in a long list of awards and accolades Menchie's has earned:

- Entrepreneur Magazine included us in its Franchise 500 and Fastest Growing rankings in 2014 and 2013, and we were also included us on its Top New list in 2013 and 2012.
- Entrepreneur Magazine rated us as the Top Frozen Yogurt Franchise in 2013.
- Fast Casual ranked us among the Top 100 Movers and Shakers in 2013.
- QSR magazine rated us its top Rising Star among its Best Franchise Deals list in 2013.
- Forbes magazine named CEO Amit Kleinberger as one of America's Most Promising CEOs under 35, and it named co-founder Danna Caldwell as one of 11 Women Who Started Amazing Companies.
- Technomic ranked us at 272 in the Top 500 U.S. Restaurant Chain Report in 2012.
- Orlando Magazine ranked Menchie's No. 1 Best Frozen Yogurt in 2011.
- Los Angeles Business Journal named us Best Franchise in 2011.

Menchie's is an award-winning international brand. Read on to see if we each fit what the other is looking for.

What Makes Menchie's the Best Frozen Yogurt Franchise?

The answer is as simple as it is ingenious: Combine a consistently great guest experience with the best-tasting frozen yogurt.

It's an approach that has paid off. With hundreds of locations across the globe and hundreds more in development, Menchie's continues to outpace its competition.

We get asked all the time how we were able to grow so quickly in such a crowded industry. In all crowded industries, there is always room for one brand to be operationally excellent, one who understands its guests better than everyone else. Menchie's is that brand in the frozen dessert category.

For Menchie's, making people smile is more than the corporate mission statement; it is its sole reason for being. While Menchie's is equally dedicated to helping franchisees we believe a franchisee's success is tied to how many guests leave happier than when they came in.



About Menchie's Frozen Desserts

For its exclusive private label collection, Menchie's uses the highest-quality milk from California cows, which are never treated with artificial growth hormones. The result is a product that's so flavorful, so creamy, that we invite our guests to sample it. In fact, we encourage it. Trays of paper sample cups are always available so guests can try as many flavors as they'd like.

Our visitors love creating their own unique combinations from our roster of more than 100 rotating, can't-get-them-anywhere-else frozen dessert flavors. Each creation can be as unique as our guests as they add on as many of our 70 rotating toppings as they wish.

Some families have members with food allergies or unique dietary needs. Not to worry — Menchie's has that covered too, with non-dairy, kosher, low-carb, no sugar added and gluten-free frozen desserts available.



The Menchie's Experience



If you keep making people smile, they'll keep coming back. Menchie's approach results in repeat guest traffic. There are indoor and outdoor seating areas; colorful, airy surroundings that invite hanging out; lively music; games; chalkboards where guests can draw to their heart's content. Menchie's is a fun place for guests of all ages to visit and enjoy spending time together — to slow down and enjoy the company of others in a hectic world.

Menchie's guests not only visit our stores frequently, they enjoy the time they spend with us so much that they won't visit any other frozen dessert shop

Indeed, some families will drive miles out of their way for the Menchie's experience, because their kids demand it. Happy guests mean happy franchisees.

The Menchie's Story

Menchie's: Our History

Menchie's Frozen Yogurt opened its first store in Valley Village, a suburban community of Los Angeles, California, on May 15, 2007. Our dream was to create a custom frozen yogurt store where people from all walks of life and ages can enjoy themselves not only with a great tasting treat of quality frozen yogurt, but from a unique experience in a fun and happy environment that makes every guest smile. We incorporated a unique and inviting store design, outstanding selections of frozen yogurt and fresh toppings that you can customize, and attention to the needs of every guest, young and old.

Our first store received overwhelming community support and fans from near and far wanted more of Menchie's Frozen Yogurt in their neighborhoods. In 2010, Menchie's Frozen Yogurt was recognized as the #1 fastest growing food franchise in the United States and holds today the largest self-serve frozen yogurt franchise in the world. At Menchie's you can customize your own frozen yogurt treat and now even take Menchie's home with custom frozen yogurt cakes for your birthday party, wedding anniversary, or a special occasion that's uniquely yours.



Amit Y. Kleinberger, CEO

Today, you can find our signature plum and green stores across the globe. We have cultivated the "We Make You Smile" philosophy in over 500 communities around the globe. Indeed, when you visit a Menchie's, you'll see kids playing with Menchie's free stickers or teens enjoying each other's company over a great cup of Fro-Yo!



Couples on dates, parents with their kids, and entire families, often with several generations visiting at a time. People are drawing on the chalkboard, comparing their frozen dessert creations and having a good time. Our stores make them all smile!

We are not trend followers, and we were not trying to target a specific demographic. We want to create an environment where anyone could enjoy both their time together and the dessert. We are universal, Timeless, and we belong to everyone, every community around the world!

We've got fruity flavors, tart flavors, sorbet flavors and no-sugar added flavors and a really wide range of toppings. There's something to bring out the kid in everyone, no matter how young or old – We will make you smile.

What's the Buzz?

Menchie's yogurt franchise places people and community before commerce, and is currently spreading smiles in communities worldwide.

Guests consider Menchie's to be the friendliest place on Earth, which is evident in the recognition the company has received.

Menchie's in the Spotlight

As an emerging leader in the frozen dessert industry, Menchie's continues to be noted for its many accomplishments through local and national media. Menchie's buzz is spreading far and wide, and the frozen yogurt franchise has received numerous awards in the country's top media publications.

Awards that Menchie's yogurt franchise has won include:

- Top 100 Movers and Shakers (2013)
- Menchie's CEO takes Frozen Yogurt Global (2013)
- No. 1 Rising Star, Best Franchise Deals (2013)
- 2013 Menchie's to Get "Smurfed" (2013)
- Entrepreneur Magazine: Franchise 500, Fastest Growing Franchise (2014)
- Entrepreneur Magazine: Franchise 500, Fastest Growing Franchise, and Top New Franchises (2013)
- Entrepreneur Magazine: Franchise 500, Fastest Growing, Top New and America's Top Global categories (2012)
- Restaurant Business Magazine: #1 fastest growing franchise (2010)
- Restaurant Business Magazine: #2 fastest growing franchise (2011)
- Technomic: #272 in the Top 500 U.S. Restaurant Chain Report (2012)
- WBIR-TV: Top Frozen Yogurt in Knoxville, TN (2012)
- AllBusiness Magazine: Franchise AllStar (2011)
- Los Angeles Business Journal: Best Franchise (2011)
- Orlando Magazine: Ranked #1 Best Frozen Yogurt (2011)
- Nickelodeon's Parents' Picks: Best Frozen Dessert in Los Angeles (2009)

Menchie's frozen yogurt franchise has also been featured on MSNBC, ABC-TV, FOX-TV, NBC-TV, Fox Business, the CBS hit show "Undercover Boss" as well as in QSR Magazine, People Magazine, The Wall Street Journal, Franchise Update, The Los Angeles Times, Chicago Tribune, Seattle Magazine, Orlando Home & Leisure Magazine, The New York Post and The Denver Business Journal, among others.

Additionally, Hollywood's A-listers frequent Menchie's – celebrities like Jennifer Garner, Reese Witherspoon, Ryan Seacrest, Justin Bieber and Selena Gomez have been spotted making their own favorite mixes at Menchie's.



Why We Trademarked the Smile Business

'We Make You Smile' is a lot more than a catchy slogan

You've heard it said often enough: At Menchie's, we're not really in the business of frozen yogurt. We're in the business of making people smile. Smiles mean we've made our guests happy, and happy guests become repeat guests — often bringing their friends and neighbors to share in our unparallelled guest experience. That's what has propelled Menchie's to become the largest self serve frozen yogurt franchise in the world.

There is room for one brand to rise to the top in a crowded field, and Menchie's is that brand. Our operational excellence demanded that we trademark the things that make us special and set us apart from the competition, so we retain the unique characteristics that have led to our success. We've trademarked our signature phrase, "We Make You Smile®" along with "Smileage®" and "My Smileage®" — our guest rewards program. We have also trademarked our "trade dress," which describes the visual aspects and design of Menchie's locations. Our trade dress trademark is one of our most important because it protects the distinctive look we've cultivated for our brand.

In order to do everything we can to help our franchisees be as successful as possible, we must protect those things that are unique to us. Legal trademarks are the best way to achieve that protection."

Trademarks give you an advantage in the marketplace

Trademarks help a corporation identify services, goods and intellectual property that belong uniquely to the organization. By trademarking its property, a business can prevent less-scrupulous and unoriginal brands from pirating the image it has worked so hard to develop. Trademarks provide a competitive edge in the marketplace.



Here's what Menchie's has trademarked, as stipulated in Item 13 of our Franchise Disclosure Document:

Mark	Registration Number	Date of Registration
MENCHIE'S	3,519,334	October 21, 2008
Menthe's (Design)	3,733,426	January 5, 2010
Menchie's Guy (Design)	3,704,602	November 3, 2009
MIX WEIGH PAY	4,049,126	November 1, 2011
MY SMILEAGE	4,180,405	July 24, 2012
SMILEAGE	4,180,406	July 24, 2012
WHAT'S YOUR MIX	4,180,407	July 24, 2012
WE MAKE YOU SMILE	4,354,430	June 18, 2013

Registration of the following Mark upon the principal registry of the United States Patent and Trademark office has been applied for:

Mark	Application Number	Status
3-DIMENSIONAL CONFIGURATION OF RESTAURANT INTERIOR (Design)	85/456,699	Registered

People don't really come to Menchie's just for frozen yogurt. They come here for the experience of being happy while enjoying a frozen dessert with friends and family outside the house. That's something Menchie's has always understood, and that's why we've continued growing at a rapid pace even as other frozen dessert franchises are stagnating or closing altogether.

Why trademarks matter

From our first franchise in Southern California to our 500th location, Menchie's has created a relaxing, interactive, plum-and-green space that includes a curved wall of bubble tile surrounding our self- serve frozen yogurt machines and chalkboards. We centrally locate our cash register counter so our Menchie's team members can engage with all our guests, whether they're sitting and laughing with family, sampling our delicious array of frozen yogurt flavors or just walking in the door. Our most important goal is to make a genuine connection with everyone.

Menchie's is also dedicated to helping franchisees, and we strongly believe a franchisee's success is intrinsically tied to how many guests are happier when they leave than when they came in. Profitability is important, but it's not our main goal — it's a byproduct of the value we add to each guest who walks in our door.

More franchisees are joining us every day as they discover why Menchie's is the best frozen yogurt franchise to own.



How Much Does It Cost to Open a Menchie's?

Invest in Your Own Menchie's Franchise with Confidence!



The average startup cost for a Menchie's Frozen Yogurt shop ranges from $300,000 to $350,000.

Furniture, fixtures and related costs	$46,453 - $225,517
Store build-out/construction	$56,230 - $205,570
Franchise fee	Single Unit $40,000
TOTAL AVERAGE COST (range)	$142,683 – $471,087

Qualified franchisees will have good credit and approximately $80,000 - $90,000 in liquid assets and possess a net worth of approximately $350,000 in order to qualify for a Small Business Administration (SBA) commercial loan.

*A detailed cost of investment is outlined in Item 7 of the Menchie's Franchise Disclosure Document (FDD) on the next page

YOUR ESTIMATED INITIAL INVESTMENT

Type of Expenditure	Amount	Method of Payment	When Due	To Whom Payment Is to be Made
Initial Franchise Fee (1)	$ 40,000	Certified funds	At time of signing of Franchise Agreement	Us
Travel and Living Expenses While Training (2)	$ 625– $ 2,600	Lump Sum	As incurred	Airlines, hotels, restaurants
Lease Deposit and Rent (3)	$ 7,593- $ 8,857	Lump Sum	As incurred	Landlord
Leasehold improvements (4)	$56,230 – $205,570	As agreed to	As incurred	Various providers
Furniture, Fixtures, and Equipment (5)	$ 23,000 – $143,735	As agreed to	As incurred	Various required suppliers
Computer (POS) System	$ 500 – $ 5,850	As agreed	As incurred	Vendor
Signage (6)	$ 3,435– $ 8,475	As agreed to	As incurred	Vendor
Opening Inventory (7)	$ 5,300– $ 7,300	As agreed to	As incurred	Designated and approved suppliers
Uniforms, Merchandise, Equipment and Sales	$ 600- $ 1,000	Certified funds	As incurred	Us
Grand Opening Marketing (8)	$ 3,500 – $ 5,000	As agreed to	As incurred	Vendors
Utility Deposits, Professional Fees, Business Licenses, etc.	$ 200- $ 3,700	As agreed to	As incurred	Various govt. entities, utility companies, attorneys and accountants
Insurance (3 months) (9)	$ 1,000- $ 1,500			
Inspection Fee (10)	$ 0- $ 1,500	As agreed to	As incurred	Us
Additional Funds—3 Months (11)	$ 6,000– $ 36,000	As agreed to	As incurred	Various vendors
Total (12)	**$142,683 – $471,087**			

Notes:

* The foregoing expenses are merely estimates of the initial investment for the Store regardless of whether it is for a single franchise under our single franchise program or a unit under our Area Development Program.

Financing Options to Own a Frozen Yogurt Franchise

Menchie's is on the SBA Registry. Also, Menchie's Business Development Managers have experience helping franchise candidates explore other sources of financing, such as home equity lines of credit and self-guided IRAs, which can allow you to start a business using pre-tax dollars without penalties or paying income tax on the start-up dollars.

Each franchise candidate has a unique personal financial statement and individual goals. Menchie's Business Development Managers will study your situation and educate you on your best financing options.

Business success is often a function of good timing, and the time for Menchie's is now. We are looking for experienced and talented franchisees who want to capitalize on the opportunity by making an investment decision within the next 90 days and opening a store within the next 12 months.

If you fill out our contact form, one of Menchie's Business Development Managers will reach out to you to schedule a time to speak with you and begin the process of determining if we each fit what the other is looking for.



How Large is the Frozen Yogurt Industry?

Menchie's Offers Healthy Frozen Dessert Options

Frozen yogurt is enjoying a renaissance in the frozen desserts industry.

After the 1990s slowdown, when many frozen yogurt shops were overtaken by ice cream parlors and coffee shops, frozen yogurt has climbed back up the popularity charts over the past decade and shows no signs of slowing down. Much like the prevalence of home delivery changed the pizza industry in the 1970s and '80s, the self-serve, mix-it-yourself frozen yogurt model has been seen as a game-changer for the frozen dessert industry.

But let's pretend one day another frozen dessert captures consumers' interests. Menchie's is not necessarily in the frozen yogurt business.
We are in the business of creating smiles. Unlike most of our competitors, our vision and broader marketing platform allow us to keep current with guests' tastes. Like any product, frozen yogurt will have a life cycle, but families will *always* need a family-friendly place outside the home where they feel appreciated and welcome. Menchie's is branding that family-friendly experience.



What Makes Menchie's the Best Frozen Yogurt Franchise?

Menchie's competes the following ways:

- Menchie's, with its Sweet Friends characters, is a recognizable brand everyone can relate to.
- Frozen yogurt is a high-growth industry. A rising tide raises all ships, and category interest is very high.
- It serves only high quality products, such as its private label yogurt.
- The energetic store atmosphere, with its modern design and layout and its inviting color scheme, draws people in.
- The model attracts responsible young people to fill jobs, creating enthusiastic team members in each store.
- We have killer locations. The Menchie's team carefully selects each site.
- We earn amazing community buzz. People get excited when they find out a Menchie's is coming to town.
- We have raving fans for guests. Menchie's inspires tremendous loyalty because of its consistently positive guest experience.



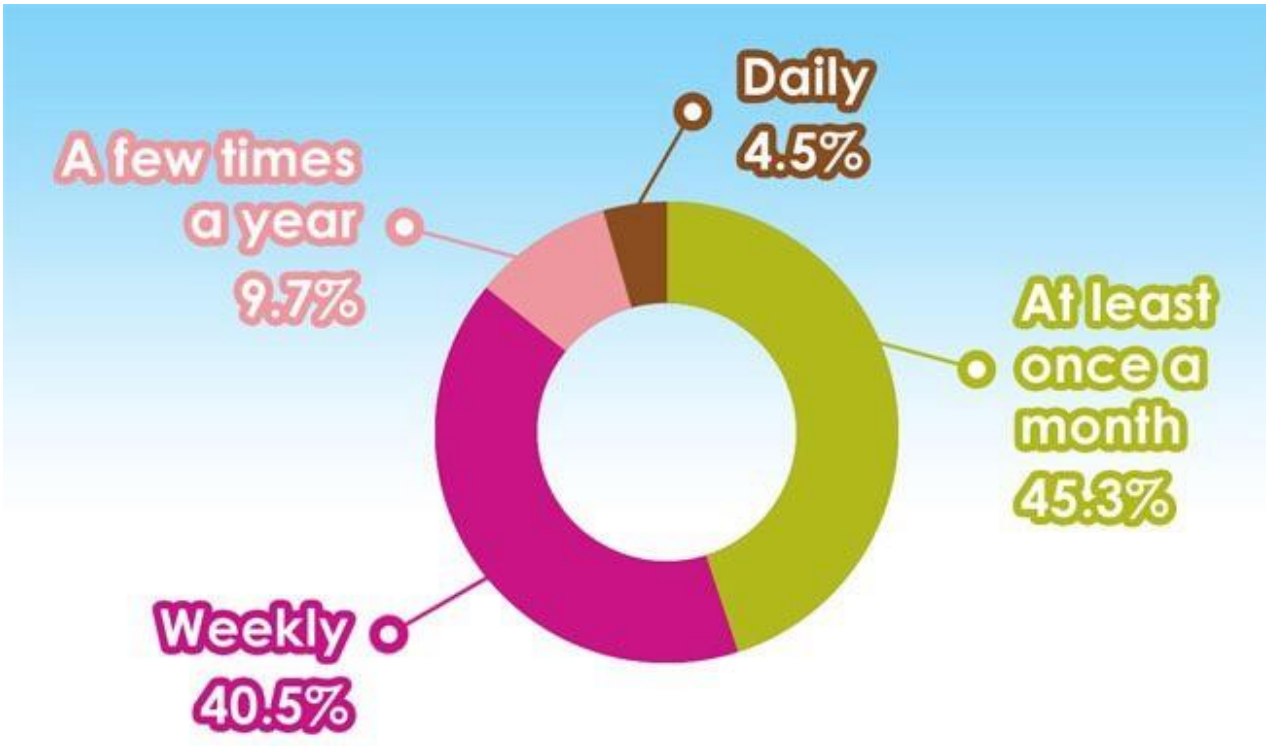
How Often do Consumers Eat Frozen Yogurt?

Menchie's stores are designed to a stop-off and a destination. Labor costs are lower because guests are essentially serving themselves. They get to experiment endlessly by combining the premium soft-serve flavors with a rotating array of toppings, which provides a unique guest experience every time. That's the sort of experience that brings people back, time and again.

Despite the industry's climb, there's still opportunity for growth. Menchie's is the largest, fastest-growing self-serve frozen yogurt franchise in the world. We've expanded from 12 stores in 2009 to more than 500 open worldwide today.

Even during tough economic times, when people tend to slow their buying of luxury items, Menchie's and the frozen yogurt industry have bucked that trend and remained strong. Analysts at IBISWorld felt that might be due to the fun guest experience that can be had for such a low price. Frozen yogurt is an affordable luxury.

As the largest self-serve frozen yogurt brand in the world, Menchie's continues to distance itself from the competition. Why does this matter? Because in any business, the lion's share of revenues and profits go to the category leader. In the end there can only be one leader, and if growth is an indicator, we are that leader.



Source: United States Census Bureau, NPD Group, Menchie's 2012



Do I Need Restaurant Experience?

Menchie's Training, Support and Business Model Eliminate the Need for Restaurant Experience

You can summarize the Menchie's business model in one word: simple. You don't have to be a restaurant experience to run a Menchie's. Your most valuable professional assets? Aside from the necessary capital, you will need some people skills, contagious guest care mentality and a community orientation.

Menchie's is so simple, proven multi-unit restaurant gurus have seen the light. Take one of our Menchie's Franchisees who has owned and operated franchises for more than 38 years, most notably a string of top-performing burger restaurants in the Phoenix area.

He told us with the burger franchise, operations are complex, and it can be difficult to prepare food for guests consistently. With Menchie's, the business is really simple, and the guest prepares his or her own food, minimizing mistakes and increasing guest happiness.

When he decided to branch out into dessert franchises, he did a lot of research, visiting every frozen yogurt brand they could find. Menchie's won out by a large margin.

He says it is rare that you find a franchise that has a great product, great atmosphere, a solid organization, a business model that makes sense. Frozen yogurt is here to stay, and Menchie's is the clear winner.

Why People Love Menchie's

"We Make You Smile" is our mission statement and our reason for being. Stop into any of our stores, and you'll see why.

We give away stickers to kids. Our Facebook Page has many thousands of fans. Teens love our T-shirts and hoodies. Couples on dates are as likely to hang out at Menchie's as families and soccer teams. People draw on our chalkboard, have contests to see whose yogurt mix is most creative and just generally kick back and relax. Like Disney World, you won't see any frowning on the way out.

From our beginnings, Menchie's has always worked hard to create a special guest experience that is both fun and allows people of all ages to feel like a kid.

It was all about creating a place where people of all ages could hang out and reconnect. We did not want to target a specific demographic group; we wanted people of all ages to love Menchie's.

Our fans are loyal. They have a love affair with our brand.



Who Makes a Good Franchise Owner?

Franchise Owners Come from All Walks of Life

Are you a good fit for Menchie's? Our franchisees come from all sorts of backgrounds, frompolice officers, engineers, stay-at-home parents and experienced franchise owners to neurologists, teachers, dentists and executives. There is no single background or education level which determines success.

Menchie's franchise owners have a tendency to be owner-operators who enjoy seeing the smiles they put on guests' faces. Often these are married couples or parents and adult children who are looking to make their own mark be owner-operators who enjoy seeing the smiles they put on guests' faces. Often these are married couples or parents and adult children who are looking to make their own markon the world. Many times a stay-at-home parent is facing an empty nest and determines now it's their turn to pursue a career. Menchie's is a clean, safe, profitable, family- friendly business.

This is a general group of people we have attracted in the past. If you don't fit one of these categories, we encourage you to still learn.



The internal qualities of a Menchie's franchisee:

- Passionate about the brand.
- They live, eat, and drink the "We Make You Smile" business philosophy. They put guest experience above everything else. At Menchie's, we have a saying: "Every smile and every cup matters."
- Passionate about people.
- Menchie's is a "people business." We've designed all our stores to be a fun family hangout. Menchie's is a "frozen yogurt business" second; it's a "people business" first.
- Business-minded.



- You do not have to have experience running your own business — many of our franchisees don't. You should have a good head for numbers and know how to motivate and manage a small team of people.
- Community-oriented.
- Like any successful business, Menchie's thrives when its owners are constantly giving back to the community where they're located. We believe Menchie's is "community property," and anyone touching the brand should be left better off as a result. We believe the brand has 5 stakeholders: the franchisees, the suppliers, adults, children and team members of the brand. We are a business that supports its community. Whether it's donating to charities, working with the Little League or getting involved with churches or Scouts, there are really unlimited ways to make your Menchie's franchise an integral part of the place you live.
- A team player.
- You must want to be part of something bigger than you. Franchising works because of synergy. For instance, if you decide to move forward as a franchisee, you will be starting with a base of hundreds of thousands of existing Menchie's guests. Many people in the area you choose to do business will have already been to a Menchie's or heard good things about the brand. Our existing franchisees have already primed the pump for your success. If you become a franchisee, you will have an opportunity to pay it forward and prime the pump for the franchisees who comes after you.

Menchie's Franchise Reviews – Interviews with Actual Owners

Learn from Menchie's Franchise Owners

Menchie's franchise owners share a few common traits: They're outgoing, they love people and they love getting involved in their communities. We asked some of them about their experiences with Menchie's.

Richard Ryan (owner of two stores with his son in Allentown, PA):

What do you like about the job?

I think it has come down to the fact that Menchie's is a very happy place. That's really what our mission is — to try to make people smile. People have fun there; they enjoy going there. Like any other business, it has its challenges. By and large, it's the first job in my life I'm actually excited to wake up in the morning and anxious to get here.

What kind of person do you think would enjoy owning a Menchie's franchise?

You've got to have some kind of entrepreneurial streak running through you. Also, somebody who really wants to be involved in the community. You have to be somewhat outgoing and you have to be good at selling — selling yourself, selling the company, selling the Menchie's brand. I think also you need some good business skills. My marketing background has really helped us. I also have a strong financial background. It's a little easier than if I was a doctor or landscaper or something totally different.

Vijay Vaswani (owner of three stores with his wife in El Paso TX, and Menchie's Franchisee of the Year in 2012):

What sets Menchie's apart?

They have the best quality product, and they want to deliver an experience. Other franchises want you in and out; they want to sell you yogurt and kick you out of their stores, basically. Not Menchie's. That's where we lined up, personality-wise, and we thought it was a good fit for us.

What do you like about the job?

I think it's the work culture that really attracted me to Menchie's. We've put together teams between the two stores, and now you get to lead your teams, set a good example and be a good mentor. I just turned 35, and now we have another generation of kids we're leading from ages 16 to 24. We want to prepare them and see how they can become successful in the future as well. So we're big on our team. We want to set up for the best experience possible.

What Territories are Available?

New Franchisee? Let Menchie's Do the Work!

Most people in real estate abide by the adage that the three most important things in real estate are "location, location, location." At Menchie's, we abide by the adage "traffic, traffic, traffic." We carefully select our store sites to make sure our franchisees are in the best possible situation to attract a lot of guests. One of the reasons our stores perform so well is because we're really careful about site selection.

New franchisees have a lot of things to think about in launching their new business; location shouldn't be one of them. Good locations come and go quickly, so Menchie's works with a team of professional commercial real estate agents around the country who understand our business and can help us get into quality shopping centers at affordable rents.

The ideal location for a successful Menchie's store is a vibrant retail shopping center with high visibility and good parking that's easy to get in and out of. It will have a good tenant mix — think national grocery chain, big box discount store — and it will be situated in a strong residential community.

Landlords who own these shopping centers want brand names they can trust. Menchie's has established contacts with many of these landlords and professional tenant representatives. Once a franchise candidate signs a franchise agreement, they will work with real estate professionals to find the perfect location to assure their success.



Each New Menchie's Franchisee Receives Assistance with the Entire Opening Process:

- Menchie's store design
- Permitting
- Contractor hiring and management
- Build-out process supervision
- Staff education
- Grand opening marketing support



How to Finance Your Menchie's Franchise

Flexible Options for Franchise Financing

When you're getting ready to open your very own Menchie's Frozen Yogurt franchise, you will want to understand all of the financing options available so you can choose the one that's best for you. Here are three factors to consider:

1. **What is the least expensive expansion capital available to me?**

Money costs money, and the cost of money is interest. If you're getting a loan to fund your business, understand all fees and interest rates.

2. **What is the easiest financing to attain?**

Menchie's is part of the SBA registry, which means the SBA has reviewed all our financial disclosure documents, so the loan process will go more smoothly. In addition, Menchie's can help franchise candidates determine their best sources of financing, including home equity lines of credit and self-guided IRAs.

3. **What financing strategy will tie up the least of my liquid assets?**

It's important to have as much cash on hand as possible when you're starting a new business. The reason for that is two-fold: First, you need a cushion for living expenses, etc., while you get the business up and running; second, you want to have cash available for quick expansion should the business take off quickly. Try to borrow as much as you can so that you can leave your assets as liquid as possible.



Next Steps

Want to Own Your Own Menchie's? Here Are Your Next Steps!



By now, you know why Menchie's Frozen Yogurt franchise is a major player and thought leader in the frozen dessert category. Hopefully, you've also learned that, although we do serve the best-tasting frozen yogurt, we are No. 1 because we value the guest experience above all else.

By now you have a high-level understanding of who we are and the difference we are trying to make in the world. The next step is to tell us about who you are and the difference you want to make in the world.

First, reply to your Menchie's Business Development Manager (BDM), who will act as your primary point of contact. We'll call you to chat for five minutes about such things as capital requirements and market availability to make sure there is a potential for a match.

During that call, we'll set up a more detailed meeting that will take 45 minutes to an hour. We call this our "getting to know you" conversation. This will be your first opportunity to tell us more about who you are, what makes you tick and what you are looking to accomplish next. We will spend the rest of the conversation talking about how that might occur if you were a Menchie's franchisee. If we both see the potential fit, we will continue along in the investigation process.

As you can see, there is zero risk in learning more and telling us more about you.

We look forward to the opportunity to learn more about each other.