

Yogen Früz Franchise Expands South into Texas

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Fro-yo Chain Franchises to YF Systems of Texas, Expands U.S. Presence into Large Southern Market, Providing Opportunity for Growth

Yogen Früz, a frozen yogurt chain with 1,100 stores in over 20 countries, announced today that YF Systems of Texas, LLC, will be opening up a series of franchise locations across Texas. YF Systems, the new master franchiser, plans to open 30 locations over the next ten years and will call on its past franchising experience to contribute to the development and growth of the Yogen Früz brand in Texas.

'Texas is a tremendous place for business and has a potential customer base of more than 25 million residents,' remarked Jon Lindenbaum, a Principal of YF Systems of Texas. 'This state is a major component of Yogen Früz's U.S. expansion.'

Over the next year, YF Systems of Texas plans on opening several Yogen Früz stores in Texas, in addition to the more than 30 locations expected to open across the U.S. this year. The Canadian-based chain has already opened U.S. locations in San Francisco and two other Chicago suburbs (Orland Park, Schaumburg). The company, which was founded in 1986, is an international franchise success, spanning countries like Canada, Thailand, Singapore, Venezuela and Guatemala, to name a few.

'We were looking for someone who had worked with the Texas market,' commented Aaron Serruya, co-founder of Yogen Früz. 'YF Systems has franchised quick-service restaurants in Texas previously, providing a wealth of experience to help extend our branding most effectively in the area. The state has a great climate for business and frozen yogurt.'

Yogen Früz's signature create-your-own yogurt/fruit blends are made from a combination of low-fat, non-fat or no-sugar-added frozen yogurt and any of 16 varieties of flash-frozen fresh fruit, mixed in the company's proprietary machines while customers watch. Low-fat and non-fat yogurt (as well as the dairy smoothies) are packed with added probiotic cultures that have been shown to promote a healthy digestive system, improve mineral absorption, fortify the immune system, manage lactose intolerance and even help lower cholesterol.

'Over the last four years, natural yogurts have been the fastest-growing food category in U.S. grocery stores. This has familiarized American consumers with tarter yogurts, and that's what today's yogurt stores are delivering,' said Serruya. 'The timing is right to build a U.S. presence.'

Yogen Früz is a world leader in the frozen dessert category, with 1,100 locations operating in over 20 countries.

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