

Golden Spoon Signs Agreement for Aggressive Expansion Plans

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Golden Spoon, the largest frozen yogurt chain in California by sales volume, is marking its 25th anniversary this year with an aggressive expansion strategy to develop the brand throughout the country and worldwide.

Golden Spoon Franchising President Roger Clawson today announced the signing of an exclusive license agreement between Golden Spoon Founder Jeff Barnes and Golden Spoon Franchising. This agreement will allow Golden Spoon Franchising to expand frozen yogurt operations into all domestic and international markets outside of its current retail areas. There are nearly 100 Golden Spoon stores in the Western United States with locations in Northern and Southern California, Southern Nevada, Southern Utah and the greater Phoenix area.

In total, the group is poised to sign agreements in the coming weeks to open more than 130 new stores and plans to have an additional 500 stores under contract by early 2009. The company's aggressive growth plan includes significant progress with prospective area developers throughout the Western U.S. as well as additional expansion in Asia.

'The Golden Spoon brand will expand dramatically based on the solid economic model and innovative product development that have been trademarks of the company for more than 25 years,' said Clawson, a Golden Spoon storeowner of eight years, who joined the Golden Spoon executive team in 2003. 'We are working closely with the Golden Spoon's creative team to ensure a uniform presentation of our brand. Customers can expect us to continue delivering premium-quality products and service at new and existing stores.'

Known as 'the ice cream lover's yogurt,' Golden Spoon has pioneered the formulation of premium soft-serve frozen yogurt that incorporates creative and remarkable flavorings. Since its inception in the 1980s by Golden Spoon Founder Jeff Barnes, the company has perfected a proprietary non-fat frozen yogurt recipe that maintains a healthy and nutritious profile.

'The focus of the Golden Spoon business has always been on delivering the highest-quality yogurt that is not only delicious, but also good for you,' said Barnes. 'I look forward to watching Roger continuing forward in this tradition. His vision for expansion has played the key role in the recent progression of the chain, especially in the expansion of our geographic footprint and store count.'

A Swirling History

Marking a quarter-century in the frozen yogurt industry, Golden Spoon is recognized as a pioneer in one of the coolest trends in food history and has turned frozen yogurt into a viable, long-term niche. The Southern California-based chain was founded in 1983 as a family-friendly business that delivers high-quality, value-priced soft-serve frozen yogurt. Barnes, the creator of the company's unique, premium product, has developed a flavor profile that has yielded a highly loyal, unusually frequent and long-term customer following throughout the Southwestern United States.

Golden in Sales

Golden Spoon has sold more frozen yogurt over the past five years than any other frozen yogurt chain in Southern California, Arizona and Nevada, a reality that is attracting experienced multi-store franchise operators to the company. The chain has also consistently experienced significant growth in same-store sales, is widely considered a leader in the industry, and is now growing stronger than ever with a sustainable expansion strategy.

The Fat-Free Foundation of Success

The foundation of Golden Spoon's years of success is the yogurt. Having taken the art of making frozen yogurt to a whole new level, Golden Spoon creates and manufactures its own line of premium soft-serve non-fat yogurt. The company offers an industry leading 50-plus unique flavor selections, which range from the traditional Just Chocolate, Peanut Butter and Old-Fashioned Vanilla to the more exotic Coconut, Cake Batter and Cappuccino. With nearly all flavors non-fat, Golden Spoon's low-calorie frozen yogurt is high in calcium and protein and contains probiotics (live active cultures). The company has bridged the gap between indulgent snacking and eating responsibly, making it a perfect fit with today's healthier-eating lifestyles.

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