



*Own a Piece
of the
Mountain*





the brand

**“Business plans can be knocked off,
but a unique brand cannot.”**

—Anthony Sperduti, co-founder of Partners & Spade

That sums up Yogurt Mountain’s position in the crowded frozen yogurt category. Sure, there are imitators out there, but Yogurt Mountain’s branding in stores, on social media, and in the community are unmistakable.

Yogurt Mountain’s brand permeates everything we do. The lime green and purple greet customers the moment they walk in the door and the Yogurt Mountain swirl has become a symbol of deliciousness. Our stores are youthful, but not juvenile. Everyone feels comfortable in a Yogurt Mountain—preschoolers to senior citizens can enjoy frozen treats with family and friends at YOMO.

Looking further, the **YoQuake®**, **YoBake®**, and **Cafe YOMO®** products take the brand a step further to provide product line extensions that appeal to specific customers: YoQuake for those who want a blended treat, YoBake for a more decadent, upscale warm dessert and Cafe YOMO for those looking to satisfy their coffee craving.



The youthfulness of the store is also demonstrated through the selection of brightly colored sorbets and yogurts and the candy toppings. The brighter the color, the better!

The branding of Yogurt Mountain goes beyond the walls of each store. Yogurt Mountain builds strong relationships with customers and seeks to support local communities through fundraising, sponsorships and providing **a place to celebrate** life’s memories like birthdays and team parties.

the product



Yogurt Mountain's product line-up is diverse and features a wide variety of frozen treats: ice cream, sorbet, custard, and tropical ice in addition to frozen yogurt.

All of our yogurts have live and active cultures and are certified to have **5 culture strains**, including **3 probiotics**, more than any others in the marketplace. The reduced-fat ice creams (gelato) and custards are all rich, delicious, decadent-tasting products. Sorbets and Tropical Ice flavors are refreshing, non-dairy items perfect for hot summer days.

Yogurt Mountain serves only the highest quality soft-serve products. Natural flavors & colorings are used when possible.

Flavor Innovation

The relationship with our dairy provides the opportunity to produce **proprietary recipes**. Aunt Ida's Pound-cake, Sour Power Berry Blue Sorbet, Sour Green Apple, No Sugar Added Olde Fashioned Vanilla, Butterscotch, and Grape Soda Sorbet are recipes that have made appearances at Yogurt Mountain. **Nostalgic flavors** that bring back the flavors of a childhood spent at Grandma's house are particular favorites of YOMO's customers.

When it comes to toppings, YOMO's line-up is like no other. There are **plenty of choices** for the kids who like sour candy like rainbow belts, rainbow Nerds, and gummy worms, while the more mature can choose from caramel wafers, blondies, and yellow cake bites. Promotional toppings give the bar a different look for seasonal and flavor tie-ins. Like-toppings grouped together highlight the promotion and give a visual reminder of the theme.

“Yogurt mountain—the product sells itself. Best tasting yogurt, custard, ice cream, sorbet in the market. Keep a clean store and friendly attentive staff and customers will return again and again.”

—Chris Shiner, Franchisee | Yogurt Mountain Huntsville, AL





branding and social media

Lifestyle Branding

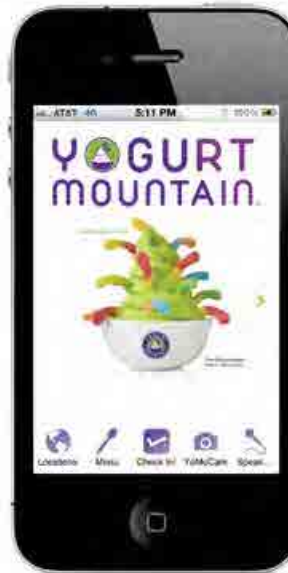
- Store Environment
- Customer Perception
- Coveted Brand

Marketing Strategy

- In Store Promotion and Product
- Social Media and Web
- Loyalty and Text-to-Mobile
- Traditional Media and Couponing
- Fundraising and Sponsorship

Social Media

- LinkedIn - Yogurt Mountain Franchising
- Twitter – @YOMOFranchising
- Facebook.com/yogurtmountainfranchising



Like. Follow. Pin. Share. View.



“We don't have a choice on whether we DO social media, the question is how well we DO it”

—Erik Qualman Author of Socialnomics



corporate training & ongoing support



Each Yogurt Mountain franchisee and store manager completes an **11-day training** regimen comprised of classroom, hands-on with machinery and store shifts. The **Operations Manual** containing procedures and best practices is thoroughly reviewed. When completed, franchisees are ready for all aspects of the business

Yogurt Mountain assists in the **development of each store** through pre-selected vendors, standard Yogurt Mountain specifications and weekly development calls. **Corporate representation** is generally on-site the first week of operation of a franchisee's first store. Yogurt Mountain provides this assistance as a safety net as real-life situations face the franchisee and new crew members.

What Do I receive for my Royalty and Advertising Fees?

The fees collected by Yogurt Mountain directly impact franchisees through advertising, product sourcing and innovation as well as operational support.

The 2% advertising fee is currently spent on:

- Text to mobile advertising and Yomobile loyalty program
- Ad campaigns, in-store promotional graphics and support materials
- Social media and web branding



“As an experienced franchisee with other systems, I can confidently say that Yogurt Mountain offers the best of both worlds—proven systems, processes, buying and marketing power that comes with a top notch franchise, and the small company feeling that comes from having all decision makers at Headquarters just a phone call away.” —Jay Chan, Franchisee Yogurt Mountain Anderson, SC

the basics



company information

As of May 1, 2017 | 36 stores in 12 states | 10 corporate-owned; 26 franchise | First store opened in September 2009; first franchise location opened in October 2010 | Owned by Books-A-Million, Inc, a 100 year old company.

franchising overview*

Franchise Fee: \$30,000

Franchise Term: 5-year Franchise Term Renewable three times for a total of 20 years

Royalties: 6% of gross
Advertising: 2% of gross

Estimated Initial Investment: \$252,990 –\$470,300 Amount includes franchise fee, opening inventory & supplies, leasehold improvements, FF&E, signage, grand opening advertising, estimated rent, 3 months labor, etc.

Franchise Availability: All states except California, Hawaii, North Dakota, Rhode Island, South Dakota and Washington. International expansion possible with multi-store development deal



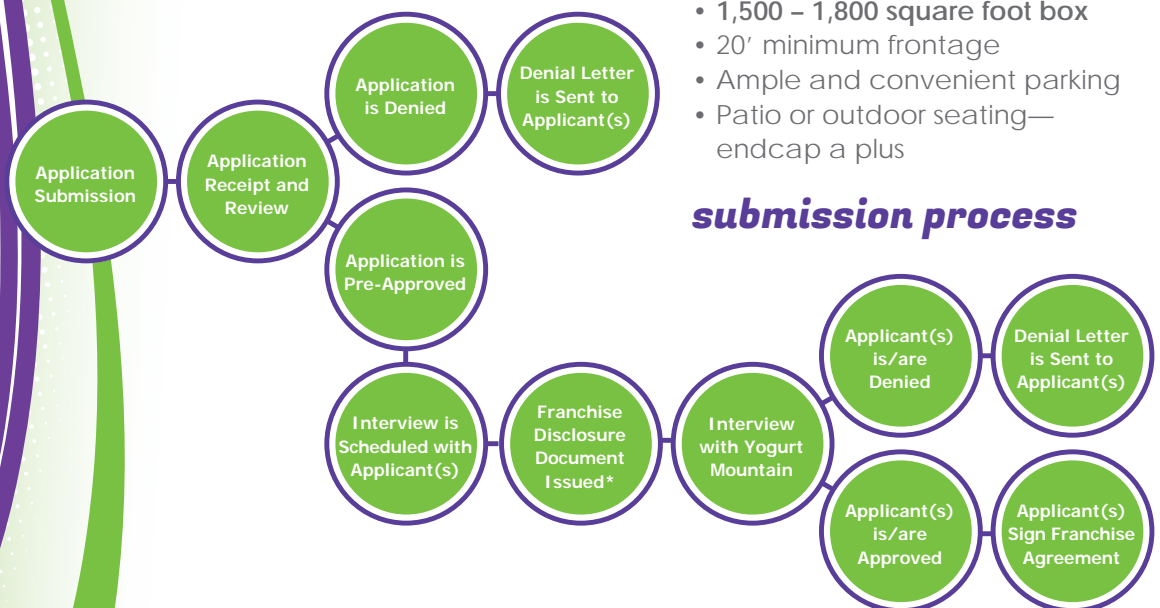
ideal candidate

- Ability to positively foster and comply with Yogurt Mountain brand culture
- Liquid assets of \$150k
- Net worth of \$400k
- Business ownership and/or business management experience
- Employee supervision experience
- Desire to ultimately operate multiple store units

ideal site

- Retail Entertainment Site
- 1,500 – 1,800 square foot box
- 20' minimum frontage
- Ample and convenient parking
- Patio or outdoor seating—endcap a plus

submission process



frequently asked questions



What's the ideal store location?

Yogurt Mountains are typically found in **in-line spaces** (strip malls) with lots of visibility, outdoor seating, and other food establishments in close proximity. Locations close to grocery stores, Wal-Mart and Target are also desirable. The required footprint is 1500-1800 sf with at least 20 feet of frontage.



How many employees does the typical store have?

It varies by location, but on average, each store needs **156 labor hours** to operate. If there is a full-time manager, then that leaves 110-116 hours covered by team members. That can usually be completed by **5-8 employees**.

What's the make-up of the employees (salaried, hourly, manager, etc.)?

Usually, stores have **one salaried manager** (or franchisee working as an operator), **two shift leaders** who can open and close the store and the rest **4-6** are regular team members.

What other expenses do I incur on a weekly/monthly basis specific to operating a Yogurt Mountain?*

- \$75/week software license fee which covers updates to the POS and a service and support contract
- \$40/month in-store music fee



How are the flavor and topping offerings decided?

Yogurt Mountain send stores a **flavor line-up** every two weeks to ensure promotional flavor consistency across the brand and to streamline inventories. Franchisees have flexibility on 4-8 flavors each week.