



*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 & Space

**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 **Yogurt Mountain Café** products take the brand a step further to provide product line extensions that appeal to specific customers: Yogurt Mountain Café is for those looking to satisfy their coffee craving.

YOGURT  
MOUNTAIN  
Café



The youthfulness of the store is also demonstrated through the selection of brightly colored sorbets, 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 market place. 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

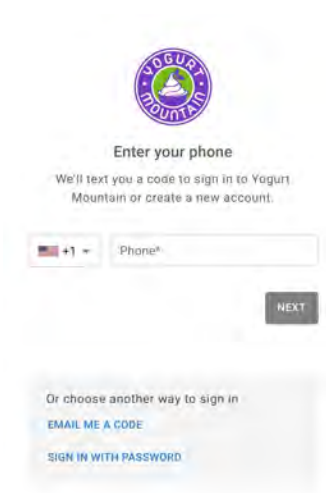
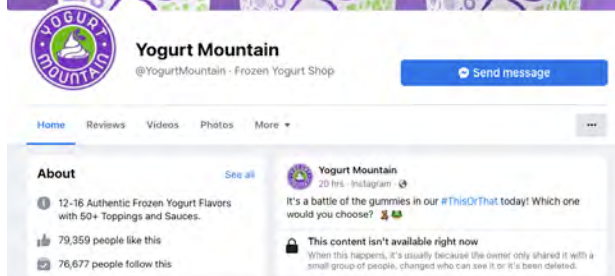
- In Store Promotion and Product
- Social Media and Web
- Loyalty Program
- Traditional Media and Couponing
- Fundraising and Sponsorship

## Social Media

- Facebook.com/YogurtMountain
- Instagram.com/YogurtMountain



Like. Follow. Share.



**“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

Yogurt Mountain | 402 Industrial Lane, Birmingham, AL 35211 | 205.909.1321 | franchise@yogurtmountain.com  
\*See Franchise Disclosure Document for more information. NOTE: The information contained in this brochure is not intended as an offer to sell a franchise or as the solicitation of an offer to buy a franchise. The following states regulate the offer and sale of franchises: CA, HI, IL, IN, MD, MI, MN (#10795), ND, NY, RI, SD, VA, WA, WI. If you reside in one of these states, we will not offer or sell you a franchise unless and until we have complied with the applicable registration and disclosure requirements in your state



## corporate training and ongoing support



Each Yogurt Mountain franchisee and store manager completes a thorough 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 Franchising, LLC assists in the **development of each store** through pre-selected vendors, standard Yogurt Mountain specifications and bi-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 Marketing Fund Contribution Fees?**

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

**The 2% marketing fund contribution fee is currently spent on:**

- Loyalty Program for customer retention and promotional campaigns
- Ad campaigns
- In-store promotional graphics and support materials
- Social media and web branding





# the basics

## Company Information

As of January 1, 2025 | 23 stores in 10 states | 5 corporate-owned; 18 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\*

dollar amounts are estimates and will vary for traditional vs. non-traditional spaces

Franchise Fee: \$15,000 - \$30,000

Initial Training: \$3,500 - \$5,000

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

Royalties: 6% of gross sales  
Marketing Fund Contribution: 2% of gross sales

Est. Initial Investment:  
**\$271,110 - \$857,000 for stores without the Yogurt Mountain Café line.**

*Amount includes franchise fee, opening inventory & supplies, leasehold improvements, FF&E, signage, grand opening advertising, estimated rent, 3 months labor, etc.*

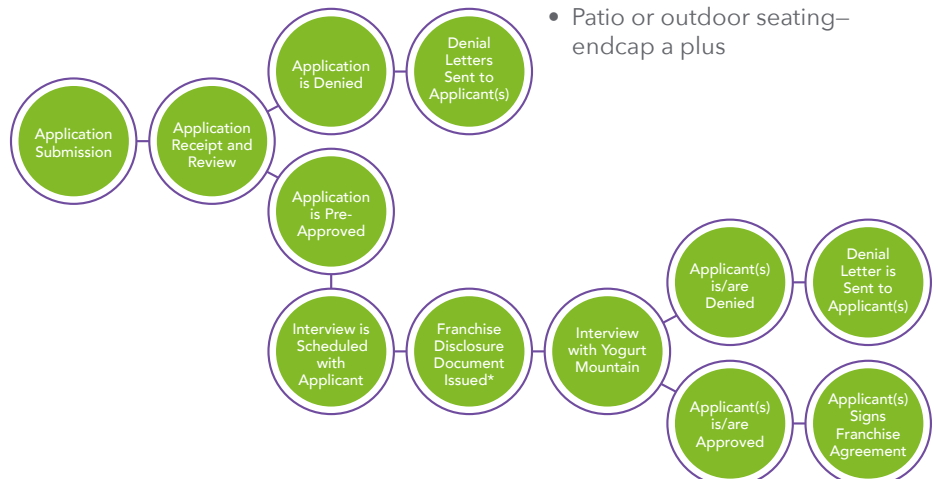


## Franchising Overview

- 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 - 2,500 square feet
- 20' minimum frontage
- Ample and convenient parking
- Patio or outdoor seating—endcap a plus



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\*Please refer to Item 7 of the FDD along with the accompanying notes for complete disclosure regarding estimated initial investment. **See Franchise Disclosure Document for more information.** **NOTE:** The information contained in this brochure is not intended as an offer to sell a franchise or as the solicitation of an offer to buy a franchise. The following states regulate the offer and sale of franchises: CA, HI, IL, IN, MD, MI, MN (#10795), ND, NY, RI, SD, VA, WA, WI. If you reside in one of these states, we will not offer or sell you a franchise unless and until we have complied with the applicable registration and disclosure requirements in your state



# 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 suggested footprint is **1,500-2,500 sf** for a traditional space. Smaller footprints may be as small as **800 sf** if placed within another business or as a kiosk.



## **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 111-116 hours covered by team members. That can usually be completed by 5-8 employees. These are our recommendations but franchisees are responsible for their store's staffing decisions and requirements.

## **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?\***

You can expect technology fees, to include:

- **\$75/week software license fee**  
which covers updates to the POS and a service and support contract
- **\$30/month in-store music fee**  
only applicable for traditional locations.

## **How are the flavor and topping offerings decided?**

Yogurt Mountain Franchising, LLC sends stores a flavor line-up every season to ensure promotional flavor consistency across the brand and to stream line inventories. Franchisees have flexibility on 4-8 flavors each cycle.



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