



# Sincerely Yogurt

FRANCHISE BROCHURE





## **FIT FOR BUSINESS**

At Sincerely Yogurt, we provide a healthy alternative to frozen desserts and a happy place to celebrate healthy indulgence! Frozen yogurt is naturally healthier than ice cream and tastes delicious by itself or with your choice of toppings!







## **BETTER FOR YOU**

Frozen yogurt is a delicious and healthy alternative to ice cream.

## **SELF-SERVE**

Our model gives customers the choice of over 80 toppings like fresh fruit, cookies, candy, sprinkles, sauces and more. The topping combinations are endless and delicious!



## **CATERING OPPORTUNITIES**

We offer large catering orders for special events, business functions and family gatherings. Put the cherry on top of your next event with Sincerely Yogurt catering!

## **AWESOME VARIETY**

We have over 75 Frozen Yogurt Flavors to try – from originals like chocolate, vanilla and strawberry to seasonal flavors like pumpkin and gingerbread! Try them all!





## LOAD IT

Choose from over 75 Frozen Yogurt Flavors including: Vanilla, Chocolate, Strawberry, Cake Batter and more! Our flavors rotate in and out of the stores regularly so our customers can always try something new!

## TOP IT

Toppings include fresh fruit, candy pieces, sprinkles, cookies, granola and more! Pick your favorite toppings to complete your Sincerely Yogurt creation!

## LOVE IT

You choose the yogurt!  
You choose the toppings!  
What's not to love? Enjoy your favorite frozen yogurt treat time and time again or create a new combination every time you visit!

## CONE OPTIONS



### THE CHOICE IS YOURS!

- Waffle Cones
- Cake Cones
- Waffle Bowls
- Sincerely Yogurt Cup





# SMOOTHIES

A Sincerely Yogurt smoothie is packed to the brim with multiple vitamins, antioxidants, and plenty of protein. Our smoothies have zero filler and zero ice, making them a 100% wholesome choice.

CARAMEL MACCHIATO

DOUBLE FUDGE MOCHA

MANGO TANGO

PEANUT BUTTER BANANA

PIÑA COLADA

SEA SALT PRETZEL CARAMEL

STRAWBERRY BANANA

STRAWBERRY KIWI

CHAI VAN

VERY BERRY

+ MANY MORE OPTIONS



# OTHER DRINKS

ROOTBEER FLOATS/  
ORANGE CRUSH FLOATS



BUBBLE TEA





## **FIT FOR FRANCHISING**

We are currently partnering with single and multi-unit franchisees to build a large footprint of restaurants across the U.S. and internationally. We are primarily interested in centers that service both lunch/daytime traffic and dinner/nighttime traffic (residential and entertainment). We prefer co-tenancy with similar contemporary brands.

## **STORE REQUIREMENTS**

- **STREET LOCATIONS:** Ideal size is 800 to 1,200 square feet
- **FRONTAGE:** 16 feet minimum
- **VISIBILITY:** Unrestricted from primary access
- **SIGNAGE:** Prefer 1 sign plus 1 monument or pylon
- **PATIO:** Prefer exclusive patio with 15 – 30 seats

## **PREFERRED LOCATIONS**

- Urban Storefronts
- Shopping Centers (end-caps & pads)
- Mall Food Courts
- Lifestyle Centers
- Entertainment Centers
- Transportation Centers
- Mixed Use Projects (retail, residential, office)
- University adjacent

## **FEES**

- **FRANCHISE FEE:** \$30,000
- **ROYALTY FEE:** 5% of Gross Sales
- **MARKETING FUND:** 2% of Gross Sales
- **TOTAL INVESTMENT RANGE:** \$166,150 to \$326,100 (USD)



## WHAT KIND OF SUPPORT DO I GET WITH A SINCERELY YOGURT FRANCHISE?

You get our entire operating system including brand procedures and recipes, incredible training, vendor contracts, store build-out and trade dress, website and social media and all marketing support. You also become part of a dynamic, fun, healthy concept!

## DOES SINCERELY YOGURT PROVIDE TRAINING FOR FRANCHISEES?

Yes, we provide initial training for the franchisee of 3 weeks. In addition, we continue to provide ongoing training for the franchisee and team.



## WHAT IS THE NEXT STEP TO OWNING MY OWN SINCERELY YOGURT STORE?

- STEP 1: MEETING WITH FRANCHISE REP**  
Discuss the brand, your plan and the territory
- STEP 2: APPLICATION**  
Complete a Franchise Application
- STEP 3: FDD**  
Franchise Disclosure Document (FDD)
- STEP 4: OPERATIONS INTERVIEW**  
Discuss business plan with CEO
- STEP 5: EXPERIENCE AND BACKGROUND**  
Resume, Financial and Background Information
- STEP 6: DISCOVERY DAY**  
Guest visit at the Franchise Support Center
- STEP 7: FRANCHISE REVIEW BOARD**  
Approval to Award You the Franchise
- STEP 8: SIGN DOCUMENTS**  
Sign the Franchise Agreement



**FOR FURTHER INFORMATION PLEASE CONTACT**

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