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Beautiful Brands signs 300-unit deal

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Beautiful Brands International has announced in a statement the signing of a development agreement with Frozen Dreams Franchise Group to open at least 300 new FreshBerry Frozen Yogurt Cafés within Central and Northern California, Arizona, Nevada, Idaho and Utah.

The agreement between BBI and FDFG is part of an expansive strategy by BBI to partner with franchise developers worldwide to grow the brand globally. FDFG has already committed to expanding the FreshBerry footprint in the five-state region. The first FreshBerry unit from this deal is slated to open this spring in Roseville, Calif., a growing suburb of Sacramento.

Led by Steve Anderson, FDFG is a California-based investment company consisting of six primary investors. With more than 20 years experience in development and management, Anderson's role at FDFG will include sales, marketing, regulatory compliance, corporate strategy and vision.

Playing a key executive role at FDFG is Tony Morabito, COO, who oversees all corporate operations as well as company stores and relationships with franchisees. Morabito brings more than 25 years of restaurant operations experience to FDFG.

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