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## **FreshBerry inks first franchise agreement**

• 21 Mar 2008

TULSA, Okla. — FreshBerry Frozen Yogurt Café has recently signed its first two franchise agreements for expansion into the Arizona, California and Nevada markets, the company has announced.

New FreshBerry franchisee, Max Hamilton, has lived in Scottsdale, Ariz., for eight years and plans to open his first FreshBerry this year in north Scottsdale.

FreshBerry's parent company, Beautiful Brands International, is marketing the frozen yogurt cafe in multiple day parts because of the wide acceptance of yogurt as a healthy meal alternative and anytime snack. FreshBerry's menu features all-natural frozen yogurt selections, fruit smoothies and toppings such as fresh fruit, Fruity Pebbles, granola, toasted almonds, coconut, and chocolate chips.

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