



## Restaurant News

### FreshBerry Inks 11 Unit Expansion Agreement

2008-06-23 — FreshBerry Frozen Yogurt Café has recently inked a franchise agreement with immediate plans to expand 11 cafés into the Los Angeles and Orange County areas.

The FreshBerry concept was created by David Rutkauskas, founder, president and CEO of parent company, Beautiful Brands International (BBI). The first FreshBerry opened in January in Tulsa, Oklahoma. Winter and spring sales have far exceeded projections.

"We're very excited to be the pioneers of fast casual dining and now a revolution in frozen yogurt concepts," Rutkauskas states. "This expansion into Los Angeles and Orange Counties for our FreshBerry brand marks a rapid growth pattern for this unique frozen treat."

Los Angeles and Orange County licensed franchisee, Sunny Sandhu's, agreement with Beautiful Brands calls for at least one FreshBerry unit in Los Angeles County and ten units to open in Orange County.

FreshBerry's all-natural frozen yogurt is low fat, low calorie, high in protein and calcium. BBI, FreshBerry's parent company, is currently marketing the frozen yogurt cafe in multiple day parts because of the wide acceptance of yogurt as a healthy meal alternative and anytime snack.

"When customers walk into FreshBerry they already feel light because of the décor and colors of our stores. We put a lot of thought into the atmosphere and giving customers a delicious yet healthy alternative to typical ice cream shops," Rutkauskas says. "FreshBerry is perfect for people who lead active and healthy lifestyles."

FreshBerry's menu features all natural frozen yogurt selections, including fruit smoothies with an ample choice of fresh fruit toppings such as strawberry, blueberry, raspberry, blackberry, kiwi, pineapple, and mango. Other frozen yogurt toppings include Fruity Pebbles cereal, granola, toasted almonds, coconut, and chocolate chips. Additional highlights of the menu include additives and flavor bursts for the Smoothie Bar, yogurt by the pint or quart, and FreshPops, frozen yogurt pops made from FreshBerry frozen yogurt.

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