

THE JOURNAL RECORD

Real Estate

New franchisees plan six Texas FreshBerry restaurants

June 4, 2008

TULSA – Two Texas franchisees plan to take the FreshBerry Frozen Yogurt Café into Dallas and Houston.

Tuesday's announcement of six new restaurants presents the third out-of-state expansion for the chain launched in late January by Tulsa-based Beautiful Brands International.

From one corporate-owned, 1,000-square-foot eatery in Bixby, FreshBerry has landed three franchisees to take their all-natural yogurt into Arizona and Nevada, as well as expanding its presence around Tulsa. It now has signed Lone Star State franchisees Courtenay Kimball, who plans to open three in Dallas over the next two years, and Anthony Taylor, who will try to do the same in the Houston area. BBI founder, President and Chief Executive David Rutkauskas expects to see 15 FreshBerry sites open this year, with estimates of up to 100 franchisees.

He bases that on FreshBerry's low-cost advantages, from a small footprint, controlled food costs and low labor requirements to its \$25,000-per-store franchise fee and projected startup costs of \$150,000. Year-to-date results at the original FreshBerry store point to annual sales of \$400,000.

With her father, Baylen Kimball, Courtenay expects to open her first FreshBerry later this year in the uptown areas of central Dallas.

"I think it's the perfect place to hang out with family and friends," she said. "Couple that with a trendy, urban feel and excellent franchise system, and you've got something pretty unique."

Taylor is studying areas in the Houston area, with a goal to open his first FreshBerry this year.

"It's a positive, healthy treat, and we are living in a health-conscious time," he said. "People love frozen desserts, especially low-calorie, fruit-based concepts."

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