

TCBY®



TCBY® History 101

History 101

TCBY® has been a frozen treats product innovator from the day its first shop opened in Little Rock, Arkansas in 1981.

The great-tasting, low-fat frozen yogurt concept received an enthusiastic response from an increasingly health-conscious public. Its trendy new product propelled the company to the forefront of franchising, and was the first in a long line of ground-breaking menu items that anticipated consumer preferences and continually refreshed the TCBY® concept.

TCBY® products are just one of the reasons that thousands of operators have concluded that a TCBY® franchise is the preferred opportunity in branded frozen treats and a dynamic partner in any co-branded concept. In 2000, Mrs. Fields Famous Brands acquired TCBY®, adding it to their growing portfolio of franchise concepts. TCBY®'s well-established brand name, loyal customers and expanding trade base made the organization a perfect addition to the Mrs. Fields Famous Brands family. By becoming a TCBY® franchisee, you will belong to part of a 2,700-location strong franchise system.



Traditional Store

Traditional Store

Franchise Fees:

Franchise Agreement.....	\$15,000 (traditional) \$ 5,000 (co-branded)
Royalty*.....	equivalent to 5% of sales
Advertising Fund*	equivalent to 3% of sales

**Fees are included in the invoice for TCBY® products.*

Training:

- Training conducted at an approved location or at Salt Lake city TCBY® Training Center.
- Ongoing operation and development team support to assist your success.

Customers demand quality and at TCBY® shops we know that quality is key to keeping customers coming back. The TCBY® concept offers you a menu of frozen yogurt, sorbet, ice cream and Fruithead Smoothies that appeals to everyone.

Choose from a flexible menu of cups, cones, and specialties to a full line of products including take out cakes, pies and novelties.

Menu Selection:

- Cups and Cones
- Parfaits
- TCBY Shiver®
- Sundaes
- Novelties
- Banana Splits
- TCBY Cappuccino Chiller®
- Shakes
- Fruithead Smoothies

Minimum Investment:

Depending on location and renovation requirements the initial investment may vary between \$50,000 to \$150,000 including equipment. Opening inventory varies according to the size of the location from \$6,000 to \$10,000.

Marketing:

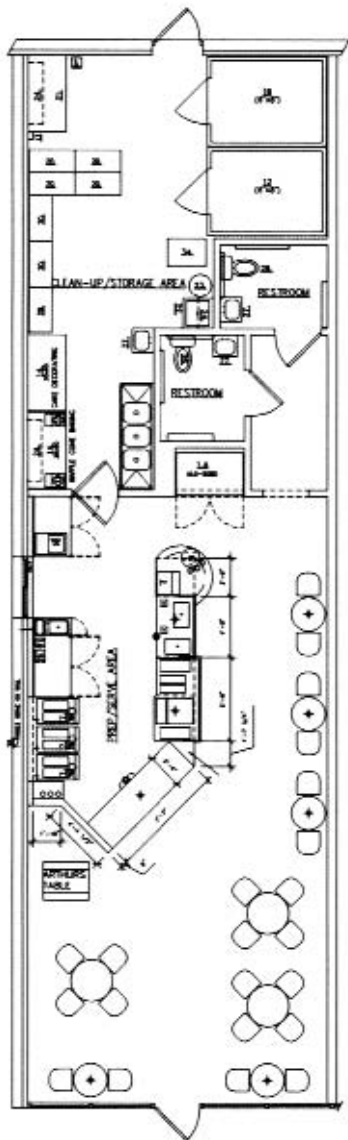
Point of Sale: A wide range of high-quality merchandising materials complement your marketing calendar and encourage impulse sales.



Store Specifications

Traditional Store

Minimum 800 square feet
(preferred size is 1200 square feet)



Combined concept

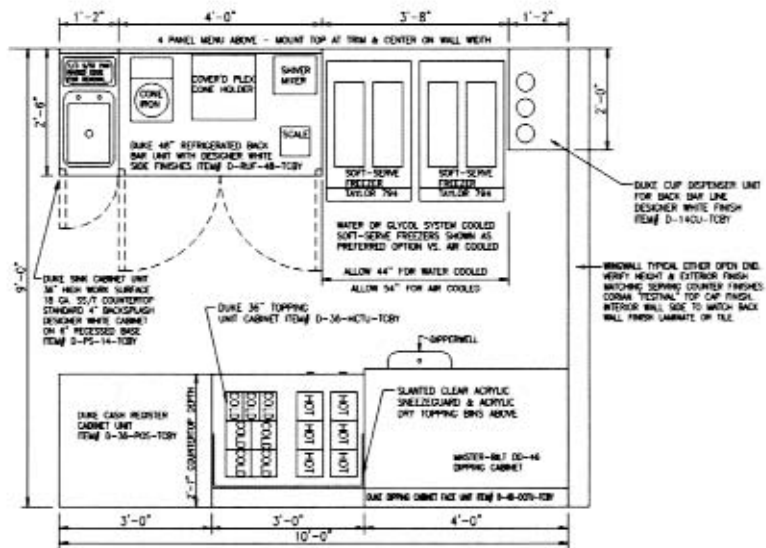
Minimum 100 square feet
(preferred 120-140 square feet)

Equipment:

- Soft serve frozen yogurt machines
 - Air-cooled machines require at least 3" around all sides.
 - Water cooled machines require water inlet and drain connections under side of base 1/2 FPT.
- Ice cream dipping cabinet (minimum 8 bin).
- Freezer space large enough to hold frozen yogurt and ice cream deliveries.
- Refrigeration space for thawing soft serve products.
- 3-compartment sink to clean equipment
- Display Freezer
- Toppings Insert
- UC Fridge (under counter fridge)

Electrical:

- 208/230V; 40 amps per soft serve yogurt machine
- 115V; 11.5 amps for 16-bin dipping cabinet
- 110V; 20 amps for a shiver machine and a menu board



EQUIPMENT FLOOR PLAN - LEVEL 2A

Stand Alone or Co-Branded

Whether you're seeking opportunity in a stand-alone shop or in combination with another foodservice or retail concept, the power of TCBY® as one of the most widely recognized frozen treats brands makes it one of the hardest-working partners in the market.

The TCBY® brand meets today's consumer tastes by pairing a signature line of low fat, non fat and no-sugar added frozen treats with ice cream. It's a menu that perfectly complements any foodservice concept, because it goes well with any type of food. Its open-to-close snack appeal is a distinctive bonus,

Today, TCBY® is the world's largest frozen yogurt manufacturer and franchisor, with approximately 2,200 locations in the US, 100 in Canada and additional locations in over 25 countries.



A "Natural Fit" For Co-Branding

Few brands fit other foodservice concepts more naturally – or more effortlessly – than a TCBY® shop.

- Its small design makes efficient use of almost any floor plan.
- Its no-cook, easy-to-operate, low maintenance equipment fits easily into almost any floor plan.
- And its staffing needs dovetail efficiently with other foodservice concepts to minimize additional labor costs.

TCBY® shops are great snack destinations for millions of loyal users.

The menu of Fruithead Smoothies, frozen yogurt, ice cream, sorbet, cakes and pies appeals to everyone. In fact, it's served to millions of customers every year !

The TCBY® brand is highly recognized and sought after. Every shop is also supported by a national service and support network refined over 20 years in thousands of locations.



Franchise Support

Franchise support services that cover every aspect of a TCBY® shop are another added-value feature that separates it from the franchise pack. Consider and compare :

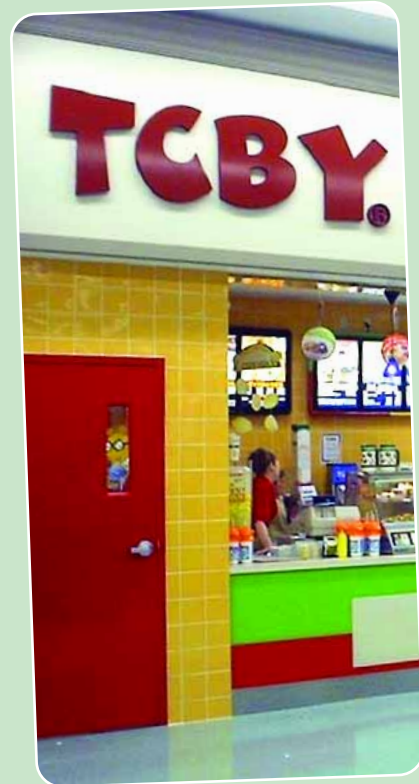
Pre-Opening and Opening

- Proximity review
- Site approval
- Provide prototypical plans
- Turn-key signage and equipment sourcing
- Plan review
- Hands-on management training
- Grand opening promotion materials and planning
- Comprehensive set of operations training manuals and videos
- Impactful point-of-purchase that highlights products and promotions
- Year-round local marketing programs, materials and support

A corporate Culture Committed To Service

TCBY® associates are selected on the basis of their commitment to the values of caring, responsive service. In each and every support function, TCBY® franchisees rely on a competent staff of professionals with years of experience in franchise service and solid relationships with TCBY®'s franchise partners.

Their sole objective is to support maximum performance for every franchisee in every location. From site selection to store opening, TCBY® professionals have proven themselves as dependable partners for over 20 years.



Franchise Support

Fact Sheet

TCBY® Canada

Management

President and CEO:.....Stanley Ma
CFO / COO:Claude St-Pierre
Director of Operations:Marc Laurin
Western Canada Developer:.....Larry Kisiloski
Atlantic Canada Developer:Lee Adamski

Number of Locations

Traditional Stores:10 units
Co-branded Stores:.....8 units
Cinema Concepts:.....73 units
Total Stores in Canada:91 units

TCBY®

Frozen Yogurt Definition:

Frozen yogurt is a whole or skim milk product with active bacteria cultures

Yogurt Flavor List

Golden Vanilla
Vanilla NF/NSA
Chocolate NF/NSA
White Chocolate Macademia Nut NF/NSA
Chocolate
Strawberry NF/NSA

Fruit Base*
Non Fruit Base*
Non Fat Base*

NF: Non fat NSA: No sugar added
* TCBY® syrup flavoured. (Blueberry Cheesecake, White chocolate mousse, Keylime, Raspberry and many others)

Sorbet Flavor List

Orange Raspberry
Citrus Keylime

*Other flavors available

Menu Items

Yogurt cup/cone	Floatters
Sundae	Cappucino Chillers®
Parfait	Smoothies
Banana Split	Yogwich®
Waffle Cone	Yogurt Cake
Milk Shake	Yogurt Pie

Case Pack:

2 X 7.5 Liters = 15 Liters

Shelf Life:

Frozen stage: 18 months
Thawed stage: 5 days

Thawing procedures:

Refrigerator for 5 days
Cold water and ice for 8 hours

Distribution System:

Gordon Food Service (GFS)

Production Center (Can):

Centreside Dairy, Renfrew, Ontario

Production Center (USA):

Americana, Dallas, Texas

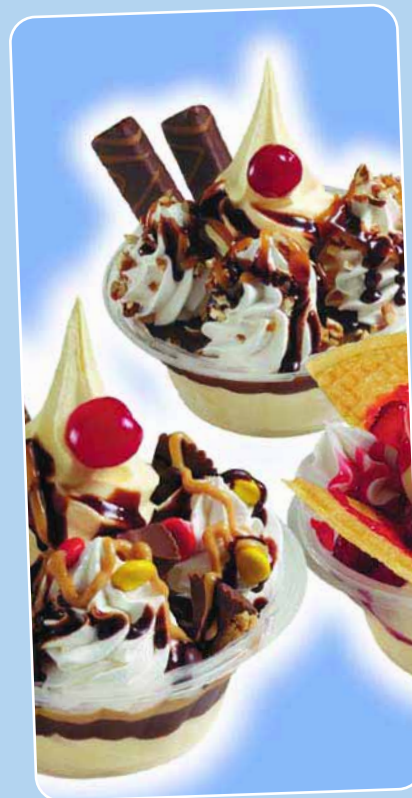
TCBY® outside sales opportunities:

Schools
High Schools
Colleges
Universities
Hospitals
Day Care Center
Weight Loss Clinics

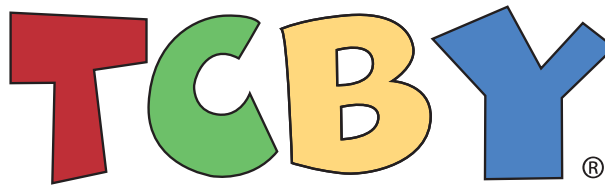


TCBY® Timeline

- 1981 Opening of the first store in Little Rock, Arkansas, U.S.A.
- 1984 Opening of the 100th TCBY® store
- 1987 Opening of the 500th TCBY® store
- 1987 Opening of the first International TCBY® store in Toronto, Canada
- 1989 1000th TCBY® store
- 1992 Tremlac Food Canada buys the rights for TCBY® in Canada
- 1994 Over 2,800 TCBY® stores worldwide
- 1999 Co-branding with Guzzo cinemas in the Province of Quebec
- 2000 TCBY® present in over 25 countries worldwide
- 2000 Co-branding with Famous Players across Canada
- 2000 Acquisition of TCBY® by Mrs. Field's Famous Brands owner of:
- Mrs. Fields
 - Pretzel Time
 - Pretzel Maker
 - Great American Cookie Company
- 2001 Co-branding with Empire Theaters in Eastern Canada
- 2002 Co-branding with Landmark Theaters in B.C.
- 2003 Opening of 90th store in Canada (Halifax, N.S.)
- 2004 Opening of first full store in West Vancouver, B.C.
- 2005 MTY Group buys the rights for TCBY® in Canada from Tremlac Food Canada



Nutrition Information



NUTRITION INFORMATION TCBY® YOGURT - 96% FAT FREE VANILLA • CHOCOLATE • SWIRL

ENERGY (cal)	130
ENERGY (kj)	590
PROTEIN (g)	4
FAT (g)	3
CARBOHYDRATE (g)	23
SUGARS (g)	20

Portion size: 1/2 Cup, 97 gr.



All the pleasure none of the guilt

TCBY® Soft Serve Creamy Frozen Yogurt & Fruity sorbet

NUTRITION FACTS	NONFAT FROZEN YOGURT (98g)		NO SUGAR ADDED NONFAT FROZEN YOGURT* (96g)		96% FAT FREE FROZEN YOGURT (97g)		NONFAT & NONDAIRY SORBET (97g)	
Reference Amount 1/2 cup								
Amount Per Serving								
Calories	110		80		130		100	
Calories from Fat	0		0		30		0	
	% Daily Value		% Daily Value		% Daily Value		% Daily Value	
Total Fat	0g	0%	0g	0%	3g	5%	0g	0%
Saturated Fat	0g	0%	0g	0%	2g	10%	0g	0%
Cholesterol	less than 5mg	1%	less than 5mg	1%	15mg	1%	0mg	0%
Sodium	60mg	3%	35mg	1%	60mg	2%	30mg	1%
Total Carbohydrate	23g	8%	20g	7%	23g	8%	24g	8%
Dietary Fiber	0g	0%	0g	0%	0g	0%	0g	0%
Sugars	20g		7g		20g		19g	
Sugar Alcohols			3g					
Protein	4g		4g		4g		0g	
Vitamin A		0%		0%		0%		0%
Vitamin C		0%		0%		0%		0%
Calcium		10%		10%		8%		0%
Iron		0%		0%		0%		0%

*Phenylketonurics: Contains phenylalanine

Percent of daily values based on a 2,000 Calorie diet.

→ 1 gr = 0.032 oz → Ask your server for the amount served



TCBY® CANADA

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