

YOGURT NEVER TASTED SO GOOD!

Made with Real California Milk

6 flavors

27 toppings

Endless combinations!



TOWER 27

YOGURT

Grab a cup & filler up!



Franchise Opportunity

TOWER 27 YOGURT

CONTACT: 1.877-872.9428



An Invitation to Learn About the Tower 27 Yogurt Ownership Opportunity



A letter from the President, Jonathan Fornaci

Soft serve frozen yogurt appeals to everyone: families and individuals who want a delicious creamy dessert but something healthier.

Tower 27 Yogurt serves up fun and delicious frozen yogurt in a clean and fun environment. With today's health and nutrition focused consumer, Tower 27 Yogurt offers a great nutritional and healthy on-trend franchise opportunity.

Tower 27 Yogurt's weigh and pay business model is easy to run and only requires 600 to 1000 square feet of space. Tower 27 Yogurt is growing by adding new franchises and training them to be the best operators in the business. We are looking for operators interested in opening a business and participating in today's yogurt craze!

Becoming a Tower 27 Yogurt owner is the ultimate way to launch a small business – whether you're new to the food world or looking for a fresh way to start your own venture.

Review the following information and if you are ready to dive in—call or email us!

The Frozen Yogurt Trend

1990-1999

Cultural Change

- Adoption of nutrition as mainstream
- Social issues peak — obesity, health, wellness, fitness
- Nutritional food products proliferate
- Eating behavior revolution — the new household

21st Century - **The New Millennium**

- Consumer awareness of yogurt benefits hits all time high
- Introduction of weigh and pay yogurt business model debuts

2010-2020

Industry Change

- Tower 27 Yogurt franchise brand debuts in Walnut Creek, California
- Grocery shelf space increase of 300% for yogurt based products
- Second generation of kids growing up eating yogurt based products
- No product is more pure in delivering nutritional value in a dessert category
- No social marketing is required in order for the product to make a positive impact on society in terms of health and wellness, and obesity.
- Yogurt is used with high frequency and becomes part of the normal nutritional cycle for consumers. It improves dietary habits even when the consumer is not focused on health and nutrition.
- Frozen yogurt is widely accepted by consumers — 14 million servings per year...over 50 per customers/year has an impact on the community from an absolute physical dimension and an awareness dimension across age boundaries as a community brand.



Our Customers

Tower 27 Yogurt creates very loyal long term customers within our communities. The taste may be the initial draw, but the reason they keep coming back is the combination of rich and creamy taste and nutritional aspects of our yogurt. Our success is built on providing a value-priced, healthy, and great tasting yogurt served in a clean and customer focused setting.



Our target consumer is a 25-54 year old female with children, living in communities with reasonable median incomes. As we examine the 3-mile radius of a prospective store, we look for a minimum of 60,000 people and a median incomes in the upper middle brackets and higher.



Our Product

Our frozen yogurt is an ideal way for people to satisfy their cravings for ice cream in a more health conscious way.

Our natural frozen yogurt with live and active cultures are an excellent fit to address both the desire and increasing need for the health-conscious eating habits.

The "Tower" in Tower 27 Yogurt gets its name after a California beach lifeguard station and we serve only soft-serve frozen yogurt, topped with a choice of TWENTY-SEVEN and more hot, cold and dry toppings including fresh fruit. Most of our stores offer at least 6 yogurt flavors a day. Our flavors rotate regularly to provide a consistent variety to our regular guests.

Our delicious soft-serve product mimics premium brand soft-serve ice cream with all the nutritional benefits of yogurt. Our all-natural ingredients and active yogurt cultures help to ensure there is no other product in our industry as delicious or healthy for you. It is made with real California milk and is high in protein and calcium while low in calories.



Nutrition is Cool

Yummy!

Healthy Meal

Delicious



Social Experience

Attractive to the Masses

Convenient

Flavorful Creamy Dessert

The Opportunity



We view our stores as the showcase for our product and mimic a day on the beach in sunny California. Our stores are constructed in such a manner as to support both of these key elements of our success.

Tower 27 Yogurt is a weigh and pay model with customer areas designed for pure functionality as the goal while enjoying the real sights and sounds of California. We make it easy for guests to help themselves to the large assortment of toppings.



QUICK FACTS:

- Incredible growth potential
- Quick ramp-up and ROI
- Low break-even
- High product margins
- Strong financials
- Highly scalable business model
- Easy to operate and manage

Our operation is simple. There is no food prep within the facility outside of the occasional slicing of seasonal berries or other fresh fruit. Our products arrive to the store ready to pour into our machines or into a topping container. This level of simplicity supports our ability to exclusively focus on customers and maintain near perfect marks with cleanliness.

The Investment

A typical franchise investment with 600-1000 square footage:

- Equipment Cost: \$25,000-\$45,000
- Decor & Signage: \$15,000-\$20,000
- Franchise Fee: \$15,000
- Royalty: 5% and Marketing Fee: 3%

The average total investment is less than \$80,000



Mr. & Mrs. Prem Dhoot, franchisees pictured, opened the first Tower 27 Yogurt in Walnut Creek, California.

Call today for more information: [1.877.872.9428](tel:1.877.872.9428)