

# FRANCHISING 2013

FRO-MEGA  
YO Whi  
TO GO CAKES  
flaunt your flavor  
COOL COUTURE COOKIES



COOL COUTURE COOKIES  
16 HANDLES™  
what's your fave flavor? ♥  
WHIPUP! MEGA  
MIX  
FRO-YO

16 HANDLES

38 East 29th Street, 6th Floor • New York, NY 10016 • 212-260-4416

# this is 16 HANDLES!



AS TODAY'S MOST INNOVATIVE frozen yogurt brand, 16 Handles is just as much about fun as we are about flavor.

We're different from other frozen yogurt concepts today in that we encourage our fans to "flaunt their flavor" through an endless variety of frozen dessert goodness served in an energetic, fun and eco-friendly environment. We've also sparked a cross-generational revolution that encourages creative expression "outside the cup."



it's all about  
FRO-YO

**16** HANDLES

Can you HANDLE IT?!

*flaunt your flavor*

# the 16 HANDLES experience

**THE 16 HANDLES CONCEPT** is all about the customer. Guests pick the size cup they want and fill it with the amount of the flavor(s) of yogurt they want, choosing from 16 rotating flavors ranging from lusciously sweet to refreshingly tart and everything in between.

Then it's on to the endless toppings bar featuring over 50 toppings,

including proprietary recipes like Granola Gone Wild, freshly chopped fruit, scrumptious candy and sauces.

Add in our amazing frozen dessert line of Fro-Yo cakes, Cool Couture cookie sandwiches and WhipUps™ (Fro-Yo and toppings blended together),

and you have a one of a kind business model that's all about choice.



**16 HANDLES**



What's your Fave Flave?

# what makes us UNIQUE?

BORN IN NEW YORK CITY'S East Village, 16 Handles was surrounded by numerous competitors who forced the brand to think differently about frozen yogurt. Four years later, those competitors have stepped aside as 16 Handles grew to become one of the highest producers in the industry.

With double digit locations in New York City alone and new locations popping up all over the east coast, now is the time to Flaunt Your Flavor! Our unique and proven concept allows 16 Handles to separate from the competition with a sustainable business model that includes:



## FLAVOR INNOVATION

Over 60 flavors to choose from as a franchisee. Put the 16 flavors that define your market into your handles to offer guests a different level of satisfaction.

## PROPRIETARY PRODUCTS

As an addition to our Fro-Yo deliciousness, 16 Handles features an exclusive line of frozen yogurt cakes, cookie sandwiches and WhipUps™ to extend our products outside of the cup.

## KOSHER CERTIFIED BRAND-WIDE



System-wide Kosher certification for most products in every location including frozen yogurt and toppings.

## CORPORATE CHEF

Our exclusive corporate chef designs proprietary offerings for our toppings bar to expand customer options.



**16 HANDLES**

Love handles welcome here

what's your fave flavor?

# GIVING BACK to the earth!

16 HANDLES IS COMMITTED to changing the way you do frozen yogurt.

We're also committed to changing the world we live in by using recyclable spoons, bio-degradable cups, and energy efficient options in our stores.

In addition, every 16 Handles location helps plant 16 trees every day through our exclusive partnership with Trees for the Future. To date, 16 Handles stores are responsible for planting over a quarter million trees around the world.

150,000  
trees planted  
and counting!

 **HANDLES**



x 16 every DAY



We plant 16 trees everyday

*flaunt your flavor*

# TRAINING and SUPPORT

TRAINING AND SUPPORT ARE the paramount reasons for joining a franchise. At 16 Handles, we pledge to work side-by-side with you every step of the way; from site selection to construction, training and marketing to opening day.

We allow franchisees to leverage our expertise and the system that has been perfected many times over.



## Pre-Opening:

**SITE SELECTION ASSISTANCE** Tour your market with a 16 Handles executive to identify best areas for development.

**DESIGN & CONSTRUCTION** Oversee every aspect of the process.

### FRO-YO UNIVERSITY

Two weeks of training to provide you with the tools to run your store.

### GRAND OPENING

We take over the execution of your store for opening day so you can focus on meeting and greeting your new fans.

## After You Open:

### OPERATIONAL SUPPORT

Dedicated operations specialist for your store.

**PRODUCT DEVELOPMENT** Always at the forefront of the industry.

### MARKETING/PUBLIC RELATIONS/SOCIAL MEDIA SUPPORT

Continuous promotion of your store through popular mediums such as Facebook and Twitter.



**16 HANDLES**

You're always cool when you're eating Fro-yo

# DON'T TAKE OUR WORD FOR IT... LISTEN to our franchisees:



"I came to 16 Handles as an experienced businessman having built my retail business from the ground up. What I appreciate is the scalability of the concept.

After observing the success of my first location, I replicated the process again and again. I now have three open stores and plan on continuing to grow my own personal 16 Handles empire."

**JOE BETESH**  
Multi-Unit Owner  
Queens, NY & Florida

"I started out as a fan of 16 Handles visiting my local store at least twice a week. I loved the product and the brand, so I decided to stop watching the lines at my neighborhood location and open my own store. I now have one successful location with a second in development."

**FARRAH BHALOO**  
Multi-Unit Owner  
New Jersey

"Owning three 16 Handles locations has provided me with the flexibility and personal freedom to grow a profitable business that I love, while still enjoying time with my family and leaving the daily rat race."

"What drew me to 16 Handles is the superior support I receive from the Home Office. They have experts in every stage of the development process and helped me navigate through real estate selection, construction and opera-

**“ I now have three open stores and plan on continuing to grow my own 16 Handles empire. ”**

Best of all, I'm growing an investment that will one day benefit my children."

**SCOTT SILVERMAN**  
Multi-Unit Owner  
Long Island, NY

tions with ease. They even assigned me an operations coach that visits my store once a month to help me run my business."

**SCOTT NOEL**  
Multi-Unit Owner  
East Greenbush, NY



**16 HANDLES**

Go home and spoon someone

*flaunt your flavor*

# take the FIRST STEP...

## FEEL FREE TO CONTACT

our Development Team at **212-260-4416** or email:  
[franchise@16handles.com!](mailto:franchise@16handles.com)

The only question that remains is...  
"Can You Handle It?"

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**16 HANDLES**

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Keep life interesting - Mix it up!