

Menchie's Frozen Yogurt to have pop-up shop in TIFF 2011 ET Canada Lounge

TORONTO, Sept. 6, 2011 /CNW/ - Menchie's Frozen Yogurt is thrilled to announce participation with the Toronto International Film Festival (TIFF) 2011 ET Canada Lounge. Menchie's was selected by ET Canada as the sole frozen yogurt provider to celebrities who will be coming to TIFF and will be interviewed by ET Canada.

Celebrity guests will enjoy a "pop-up" Menchie's in the ET Canada TIFF Lounge, from September 8 - 18. Celebrities stopping by to talk to ET Canada will be offered the unique Menchie's experience of inventing their own combinations from delicious yogurt flavours and toppings, to create their perfect personal mix. Some of these moments may be caught during ET Canada's TIFF coverage, weeknights on Global.

Menchie's Frozen Yogurt opened its first two Canadian stores in the Fall of 2010. Because of its overwhelming popularity, Menchie's will open another 50 Franchises in Canada. With a huge celebrity fan base including Justin Bieber, Selena Gomez, Jonah Hill, Rachel McAdams, the Kardashians, Adam Sandler, Taylor Swift and Britney Spears, Menchie's is a known and beloved treat for A-list Hollywood.

Michael Shneer, President of Yogurtworld Franchising Corp, Master Franchisor of Menchie's Frozen Yogurt in Canada, stated, "we are delighted that we can bring the most popular self-serve frozen yogurt experience in the GTA to so many top celebrities. Many of them visit us frequently when they are in Los Angeles and now we are excited to bring the Menchie's experience directly to them while they visit Toronto."

About Menchie's

Menchie's creates lasting memories through its mission statement to make every guest smile and by being the friendliest place on earth. Providing an unparalleled guest experience that is warm, welcoming, tasty and fun, Menchie's stores contain interactive elements such as chalkboards for kids, party rooms, enjoyable music, arts & crafts, and indoor/outdoor seating areas where friends and family gather. Placing a focus on community before commerce, Menchie's franchisees actively donate thousands of dollars to local school programs and charitable organizations. With its own proprietary frozen yogurt label, Menchie's guests create their own unique combinations from over 100 rotating yogurt flavors and 70 rotating toppings. In July 2010, Menchie's was awarded 1st place in *Restaurant Business Magazine's* annual 'Future 50' list, ranking it the fastest-growing franchise in the restaurant industry. In 2011, the company nearly repeated its top mark, achieving 2nd place on the list. Menchie's has more than 100 locations open, with an additional 120 currently in development, and is poised to total more than 180 locations by the end of the year. Menchie's has also begun international expansion, with two stores open in Canada, and has plans to operate stores in Japan, Mexico, Australia, Costa Rica, United Kingdom, Puerto Rico, Egypt, Saudi Arabia, United Arab Emirates, Qatar, Kuwait, India, China and New Zealand. For more information, including franchising opportunities, visit www.menchie.com.

For further information:

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