

## **Fastest Growing Self-Serve Frozen Yogurt Chain Continues National Expansion With Multiple New Store Openings**

### **FOR IMMEDIATE RELEASE**

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**Toronto December 21, 2011** – With several stores opening every week, both in the US and internationally, Menchie’s, the fastest growing chain of self-serve frozen yogurt stores, today announced it has just opened another six stores across Canada.

According to Michael Shneer, President of Yogurtworld Franchising Corp, Master Franchisor of Menchie’s Frozen Yogurt in Canada, “Our development across Canada continues to accelerate with the opening of these six new stores. We now have stores in British Columbia, Alberta and Ontario. What is even more exciting is that we have signed Franchise Agreements for another 67 locations across Canada. Many of those additional stores will be opening in 2012.”

Shneer added “we are fortunate to find such passionate franchisees who subscribe to the Menchie’s philosophy of bringing smiles to our customers and giving back to the local community. But the best thing of all is the way the local communities have embraced us. Every store we open is met with long lines of eager guests who have looked forward with anticipation to the opening in their area. We are grateful for their support.”

### **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 135 locations open, with an additional 200 currently in development, and is poised to total more than 150 locations by the end of the year. For more information, including franchising opportunities, visit [www.menchie.com](http://www.menchie.com).

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