

#1
IN SELF-SERVE
FROZEN
DESSERTS

AN INTERACTIVE
AND DELICIOUS
EXPERIENCE

WE WERE BORN IN
A DEVELOPING
MARKET AND ...

WE UNDERSTAND!



Summer Love frozen yogurt



Delicious dessert with a fun interactive twist

- First opened in 2012
- Unique recipes and sales format
- All self-serve
- Very high revenue per sq. m. of space
- Largest chain of its kind in Eastern Europe
- Small menu, high volume
- Modern store design





- Summer Love Frozen Yogurt is the largest chain of Self-Serve frozen desserts stores in Eastern Europe and Central Asia.
- Today we are in ten countries in Europe and Central Asia



- Summer Love Frozen Yogurt Stores
- Opening soon
- Priority development

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- Our light and delicious ice cream products are loved by our loyal customers
- We use only high quality natural ingredients
- Our own R&D allows for a continuous product development. And we always keep our customers energised
- Our unique Self-Serve format generates revenue on par with a full service restaurant



Select
cup size



Add frozen
yogurt or gelato



Add
toppings



Weigh
and pay



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ABOUT US

Our company has been on the market since 2012 and until 2018 we operated under the name of Tutti Frutti Frozen Yogurt.

We created the brand Summer Love Frozen Yogurt

to expand our success to other world markets.



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We are involved in R&D as well as production of all components of our brand, from yogurt and gelato formula to various toppings, to branded cups and spoons. Our customers are delighted with the original, fresh and natural taste of our frozen yogurt and soft gelato.

We offer franchisees a solid partnership, and an attractive, unique and fun retail format.

Our extensive experience in every aspect of operations offers incredible value and know how.



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We develop and manufacture proprietary frozen yogurt ingredient formula. These are 100% ready to be liquified with milk or water and frozen to be sold.

Own recipes allow us to control costs and create savings in a number of ways that we pass along the chain to our franchise partners.

Seeing constant limitations of our developing markets we are forced to innovate. We focus on creating new outstanding flavors, soft and fluffy texture, but also on cost control.



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MARKETING & PROMOTION

We are always on the move and nowhere is it more visible than in our approach to marketing Summer Love Frozen Yogurt

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- In 2019 we finalized rebranding and are currently in the final stages of redesigning all our existing stores.
- We regularly update our social network accounts with original and popular content as well as working with social media influencers to maximize engagement.
- We continuously provide our franchise partners with up to date relevant marketing material for SMM as well as indoor advertising.



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- To maximize the brand awareness, we participate in Shopping Center events, purchase advertising space, give out free product samples and much more.
- We hold special events as well as create flavors for national and international holidays.
- We do love joining local events as well and participate in summer festivals and concerts
- We always look for cross marketing campaign partners to strengthen mutual brand recognition among our customers.
- And of course we work with local and national charities as full members of local communities.



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- We are a versatile company, flexible and quick to adapt.
- Our unique technology requires shipping of only dry powdered goods lowering transport and customs expenses.
- Once the volume of operating permits and there is business sense we relocate manufacturing to a local facility.
- Supplies such as disposable cups, napkins and marketing material we print locally.
- Expect us to share the currency exchange risks with you.



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ABOUT THE PRODUCT

We do not use concentrated flavored and colored syrups. We make our ice cream with only natural fruit, berries, some of the world's best chocolate and real nuts.

Own R&D and manufacturing allows us to control quality, innovate and cut costs.



No flavour enhancers



No GMO



No Trans fat



No artificial coloring



Gluten free



Real fruit only



Low calorie



Vitamins



Proteins



Prebiotics



Calcium



Organic product



Rich flavour

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For the last eight years we manufactured, marketed and sold only frozen yogurt. Over that time we made a name for our company and became the leading brand in ice cream business in Eastern Europe, Russia and Central Asia. Our customers expect new experiences, and we constantly change to meet their demands. Today, not only do we have delicious and natural frozen yogurt but also a variety of Italian gelato options. All of these frozen desserts come in many flavors and colors to make a lasting impression on our customers and have them return ASAP.



Simplicity of operations makes our stores resilient to labour pressure.

1 kg of dry mix yields 4.4 kg of liquid mix to create 6 l of delicious ice cream product.

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DESIGN

Summer Love Frozen Yogurt — a must-have format for any large and modern shopping center.

Here a concept of Self-Serve format. It is instantly recognisable in all shopping centers where our stores are located.

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In Line

- Area: 35-72 m²*
- Electricity: from 20 to 25 kW
- Water supply/Sewage
- Regular general ventilation for the shopping centers
- A/C: from 10 to 15 kW

Pop-up

- Area: 12-25 m²*
- Electricity: from 20 to 25 kW
- Water supply/Sewage

*Food courts and supermarket zones are not suitable for Summer Love store!



Summer Love frozen yogurt



Full serve bar

Even though self-serve frozen yogurt bar has many advantages like customer freedom, quick engagement, higher turnover, often times the ROI is better for a full service format. Since the most important factor of retail business success is its location we adjust the format to a specific location to lower the risks and to improve operational margins.





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FRANCHISING & PARTNERSHIP

We have gained extensive experience working under difficult political and financial constraints. We understand the challenges of a developing market. We also understand its opportunities.

Summer Love Frozen Yogurt is the right choice for your business portfolio.



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What the business model offers:

- Lower payroll expense
- High average check
- High customer engagement with interactive concept
- High share of return customers
- Great operating margins
- Fast 2 month launch period
- High revenue from 1 sqm



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What we offer:

- License
- Shop location analysis and location search assistance
- Architectural design specs
- Engineering drawings support
- Step-by-step buildout support
- Personnel and management team training
- Launch team for the first 7 days of operations
- Continuous support from the licence agreement to the opening of the store and beyond
- Marketing and brand loyalty program, advertising materials



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- License Fee — 5'000 to 10'000 USD
- Royalty — 2% (Covers continuous marketing, technical and sales support)
- Total expected investments as little as 25'000 USD and up to 100'000 USD for a larger store

