



# **orange leaf**<sup>®</sup> **frozen yogurt & treats**

Come Franchise With Us

[www.orangeleafyogurt.com/franchising](http://www.orangeleafyogurt.com/franchising)

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# 1 About Us

Founded in 2008, Orange Leaf quickly embraced the endless possibilities for growth and innovation.

Today, Orange Leaf is mixing it up to be the snack that lets you have flavour freedom. This opportunity allows you to bring fun to your local town, hotels, airports and more!

Let's take Froyo to the next level!







# 1 About Us

## Purpose

Orange Leaf® Frozen Yogurt inspires people to recapture the joy of creative expression.

## Position

Mixing and mashing up bites, flavors toppings and more- this opportunity offers an experience that's as fun and unique as you are.

## Why Invest?

Attractive labor model compared to other concepts.  
Operational simplicity, flexible real estate options, and outstanding product innovation to name a few.





## 2 Our History

**2008**  
Opened  
our first  
restaurant  
in Oklaholma

**+60**  
Over 60  
franchises  
across  
the US

**+1000**  
Combinations  
for frozen  
yogurt  
creations



## 2 Our History

ORANGE LEAF

### 2008

- Orange Leaf Frozen Yogurt is born on April 2nd.

### 2011

- Orange Leaf opens its 111th store in Louisville, Ky., on 11.11.11.

### 2012

- Orange Leaf is ranked #1 on Technomic's list of Fastest Growing Limited-Service Chains Under \$200 Million.
- Entrepreneur lists Orange Leaf as one of the Fastest Growing Franchises.

### 2013

- Orange Leaf partners with Share Our Strength to launch Go Orange for No Kid Hungry to help end childhood hunger in America.
- Orange Leaf introduces non-traditional options such as mobile units and kiosks.
- BIS World Report names Orange Leaf the Fastest Growing Frozen Yogurt Chain based on network sales.

### 2014

- Orange Leaf forms partnerships with national brands such as Dole®, Ghirardelli® and YORK® declares 2014 the 'Year of the Flavor', introducing a new flavor every month of the year.
- Orange Leaf is listed among Nation's Restaurant News Next 20, a list of 20 chains on the rise.

- Fast Casual ranks Orange Leaf's Go Orange for No Kid Hungry in its Top 5 Marketing Campaigns in their Top 100 Movers and Shakers.

### 2015

- Orange Leaf is ranked on the Inc. 5000 list as one of the fastest-growing private companies in America for the second consecutive year.
- Introduction of the Orange Leaf Froyo Cake.
- Orange Leaf partners with VetFran to offer Military Veterans 15% off initial franchise fees.





# 2 Our History

## 2016

- Introduction of the Mix.
- Orange Leaf becomes the first frozen yogurt franchise to introduce the Set Priced Cup business model.
- Orange Leaf opens its first location in Mexico.
- Entrepreneur lists Orange Leaf as 5 Franchises That Stand Out From the Crowd in 2016.
- Orange Leaf celebrates the world's first successful frozen yogurt drone delivery to students at Hope College in Holland, Michigan.

## 2017

- Orange Leaf launches RemarkableMe, a tool used to enhance two-way communication between the Orange Leaf Support Center, Strategic-Partners, and store-level Team Members.
- Orange Leaf announces partnership with eôté coffee, a small-batch, craft coffee roaster based in Oklahoma City.

## 2018

- Orange Leaf expands menu offering to include made-to-order Smoothies and decadent Shakes.
- Orange Leaf is the first frozen yogurt brand to partner with Jolly Rancher.
- Orange Leaf Partners with Alliance for a Healthier Generation
- Orange Leaf launches co-brand with a new mini donut concept, Humble Donut Co.

## 2019

- Introduction of the Orange Leaf Acai Bowls.

## 2020

- Brix Holdings acquires Orange Leaf in December 2020.

## 2021

- Brix Holdings implemented additional comprehensive support systems to all the franchisees. Training, marketing support, and ongoing operational assistance.

## 2022

- BRIX Holdings committed to providing unparalleled support to its franchisee partners helping them succeed in their business ventures and ensuring the consistency and quality of their brands across all locations.

Operations, Construction, Training, Real Estate and Marketing

## 2023

- Experienced executive team creates growth strategy.





# How do you Orange Leaf

## The Brand



### Menu variety

Froyo, Mix It & Go, Froyo Cakes & Slices, Smoothies, Shakes, Waffle Cones, Acai Bowls and Party Boxes.



### Cups

Clear cups to show off the customer's masterpiece.



### Layers

16 flavors of yogurt, including rotating seasonal flavors. Over 20 toppings and flavors – textures, colors and more!



### Space / Layout

Efficient space configurations to orange furniture.





**CAN YOU  
MAKE THIS?**





# 3 Our Product Pillars

Smoothies & Shakes



Frozen Yogurt



Froyo Cakes



Sweet Treats







## 3 Our Product Pillars

### Frozen yogurt

Our froyo flavors are the best. We provide our franchisees with a diversified and customizable menu.

Each flavor recipe is uniquely ours and differentiates Orange Leaf from the competition and highlights the quality of our products. We constantly innovate and develop flavors to keep our guests coming back for more.

Along with no-sugar-added and lactose free alternatives you can choose from +12 flavors and +36 toppings.







## 3 Our Product Pillars

### Smoothies & Shakes

#### Smoothies

Made fresh to order, just for you. Choose from our menu of favorites or create a masterpiece of your own.

Flavor freedom is yours.

#### Shakes

Shake it up with this creamy decadent dessert beverage. That's right, DESSERT beverage. You choose the froyo, you choose the toppings, we'll do the rest.







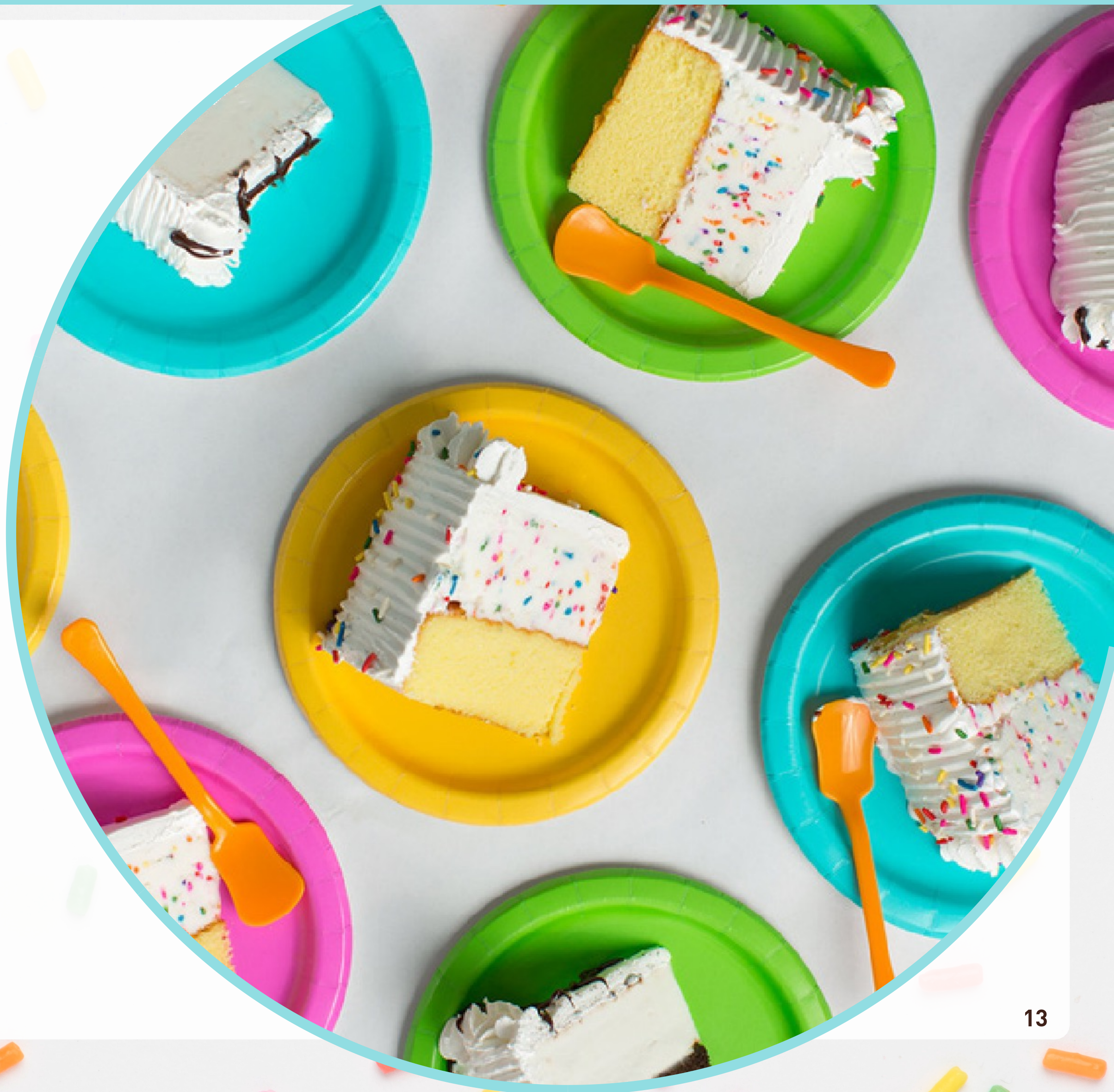
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## Our Product Pillars

### Froyo Cake

Making events extraordinary!

Orange Leaf offers four signature froyo cakes or the customer can customize a cake with their favorite froyo flavors and toppings.







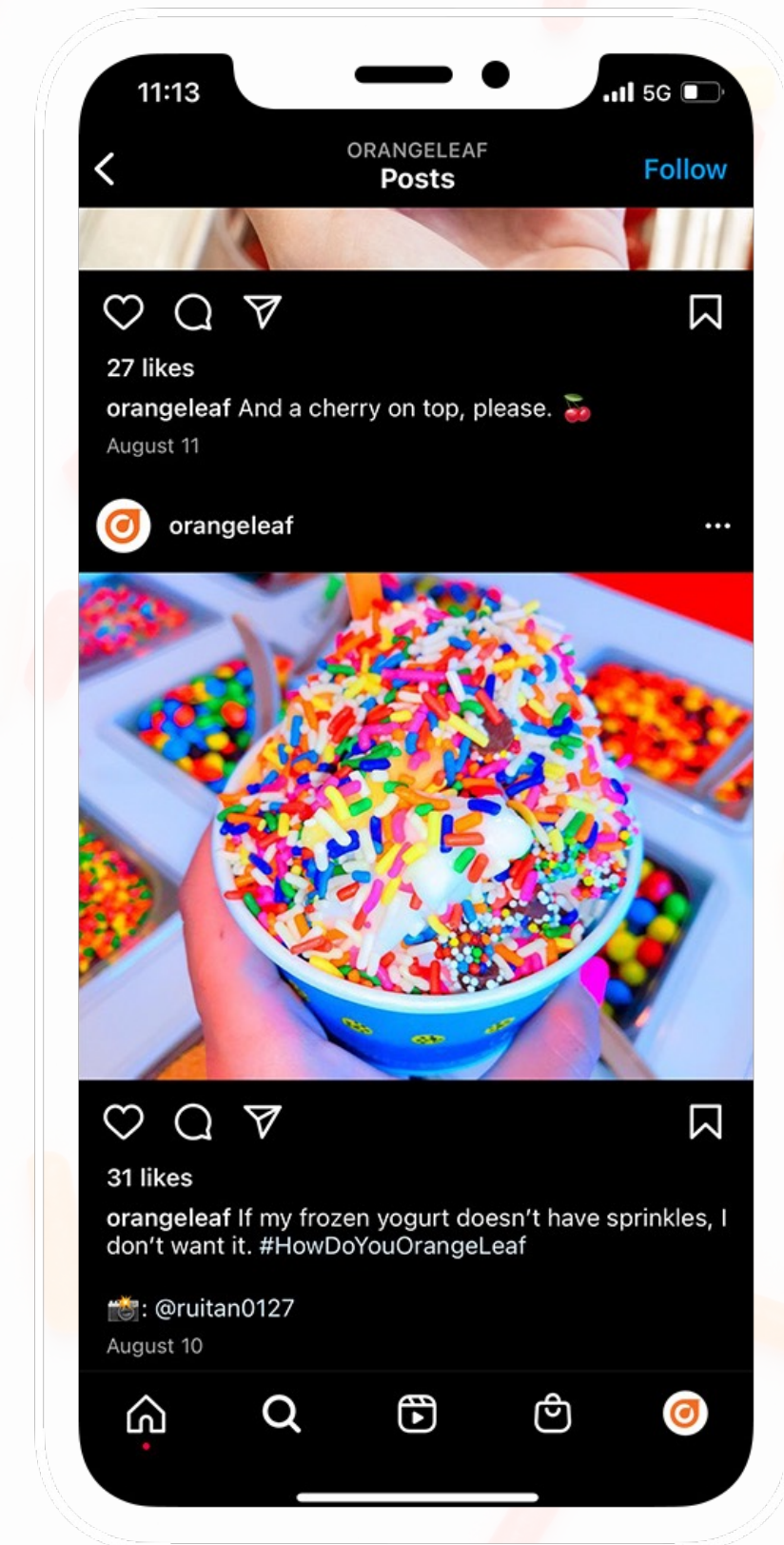
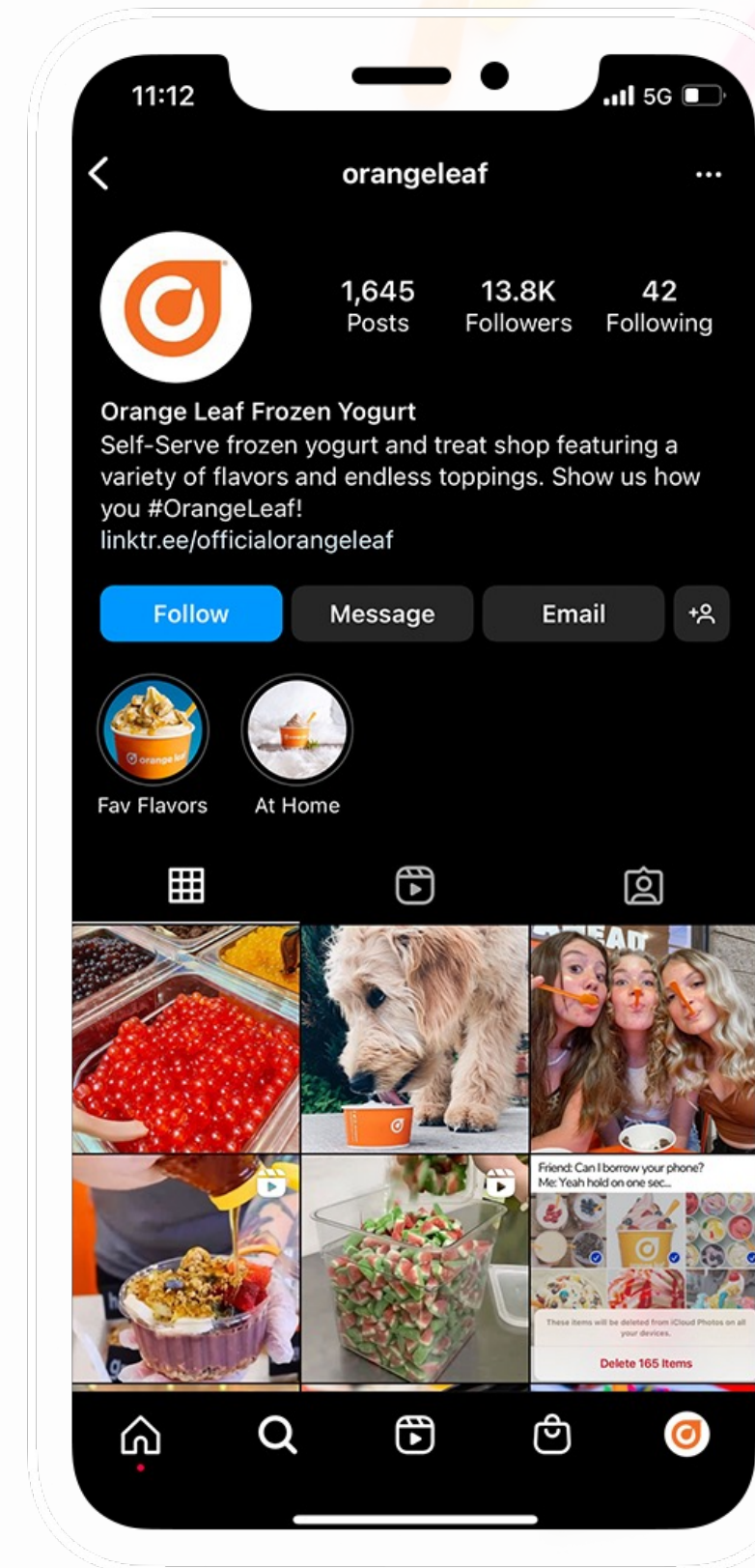
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## Social Media

Customers can share their store experiences, unique flavor combinations, and even earn rewards on our various social media outlets all through our branded app and mobile web.

#Howdoyouorangeleaf

ORANGE LEAF

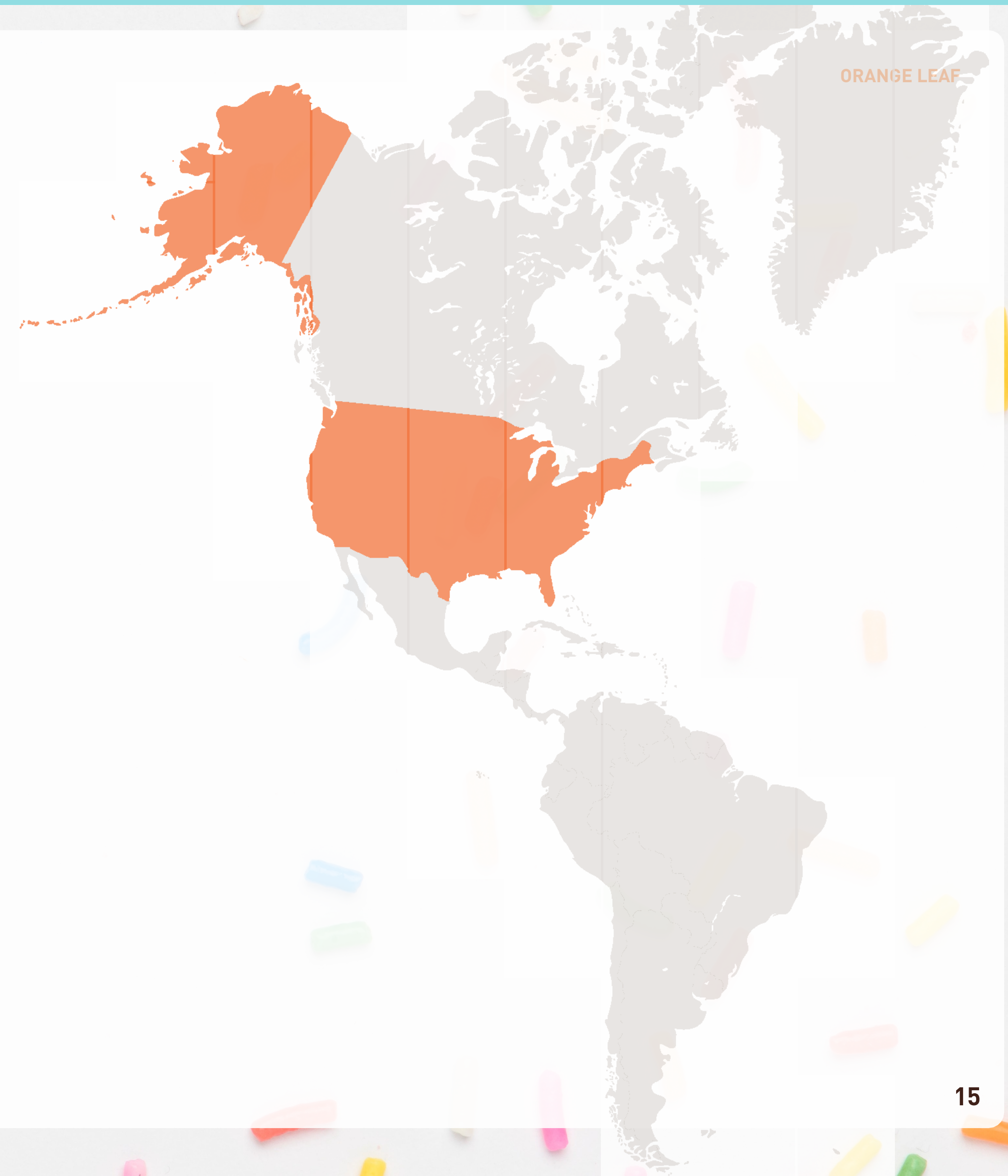






## 5 Our Locations

**Over 60**  
**locations across**  
**19 states in the**  
**United States.**







## 6 Our Formats

# Traditional

Market Entry/ Flagship/ High Profile **1,500ft<sup>2</sup>**  
Core Store **1,200ft<sup>2</sup>**

# Non-Traditional

Counter/ Kiosk with seating **775ft<sup>2</sup>**  
Counter/ Kiosk **600ft<sup>2</sup>**



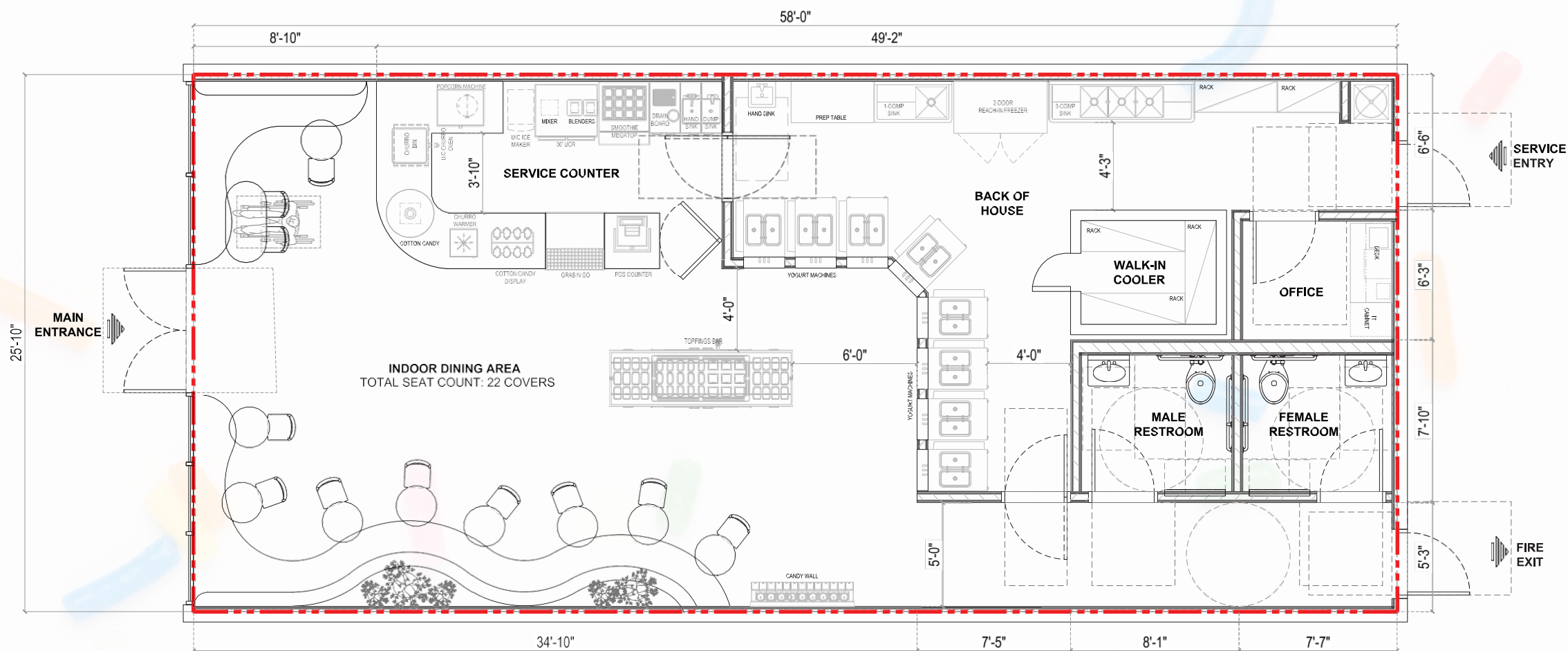




# 6 Our Formats

## Format 1,500ft<sup>2</sup>

Market Entry/ Flagship/ High Profile







# orange leaf

A Sweet Experience



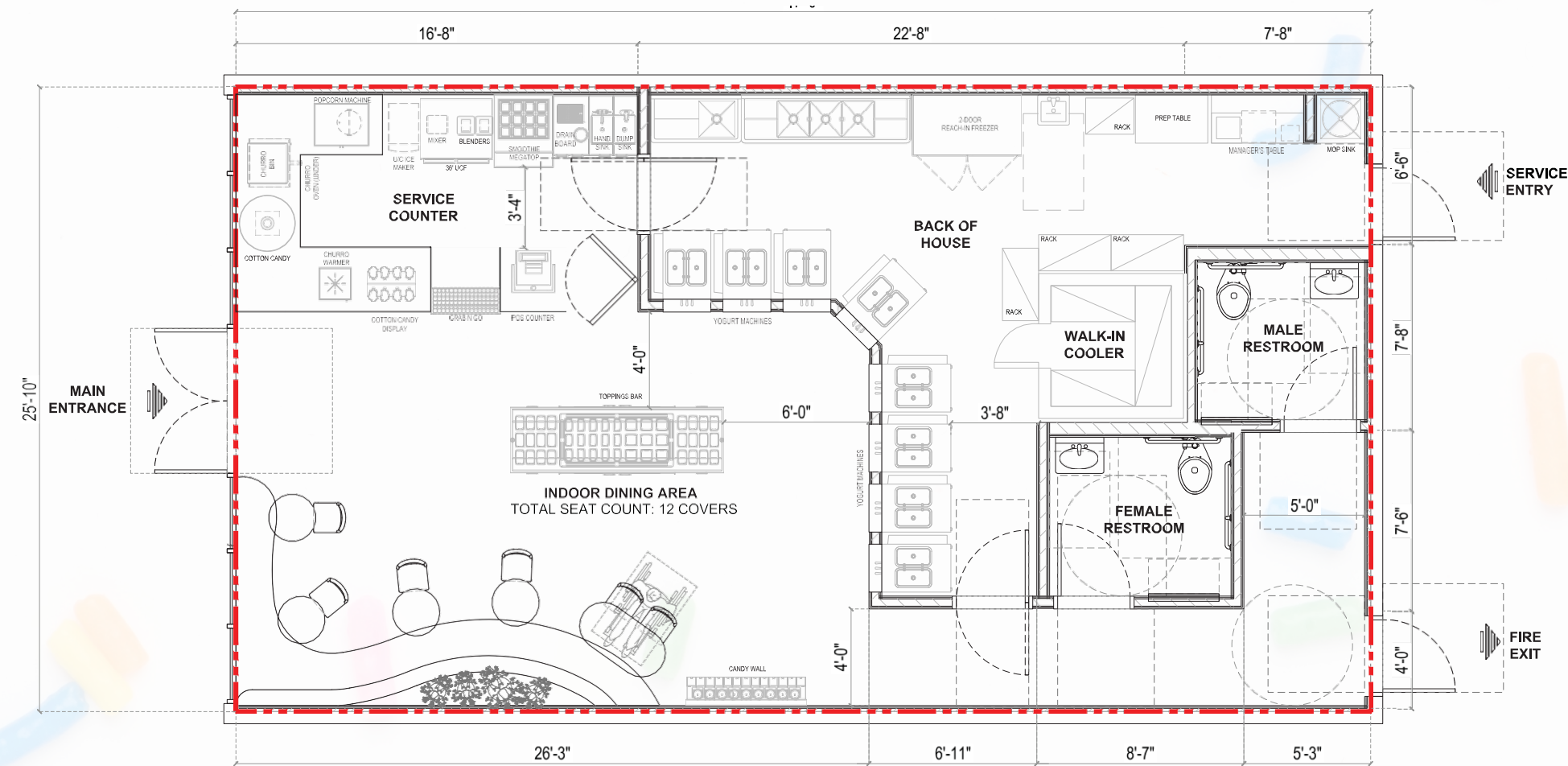




# 6 Our Formats

## Format 1,200ft<sup>2</sup>

Core Store







 **orange leaf**  
A Sweet Experience

HOW TO FROYO

Step 1

Step 2

3

weigh it

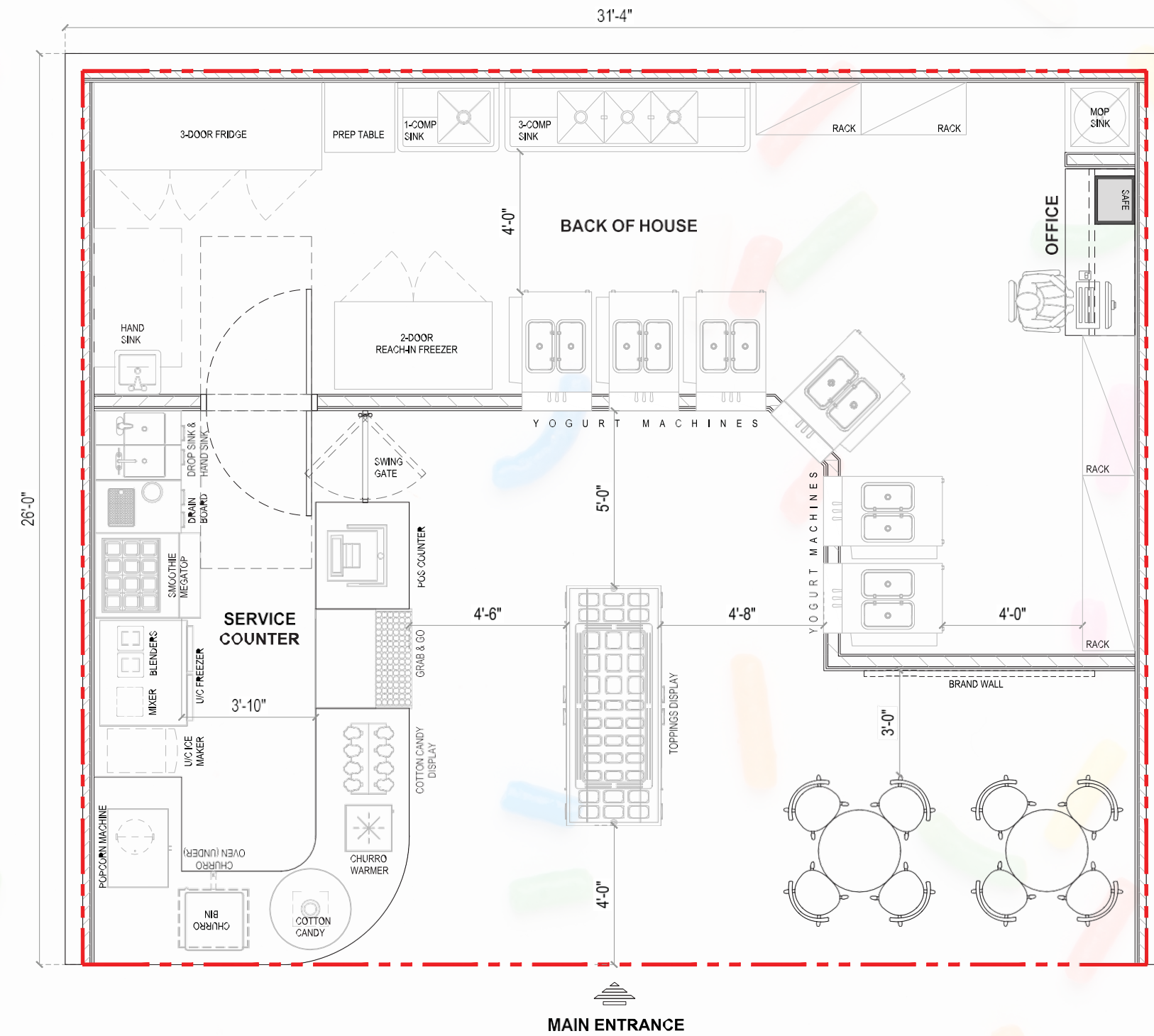
Step





# 6 Our Formats

## Format 775ft<sup>2</sup> Counter/ Kiosk with Seating





# orange leaf

A Sweet Experience



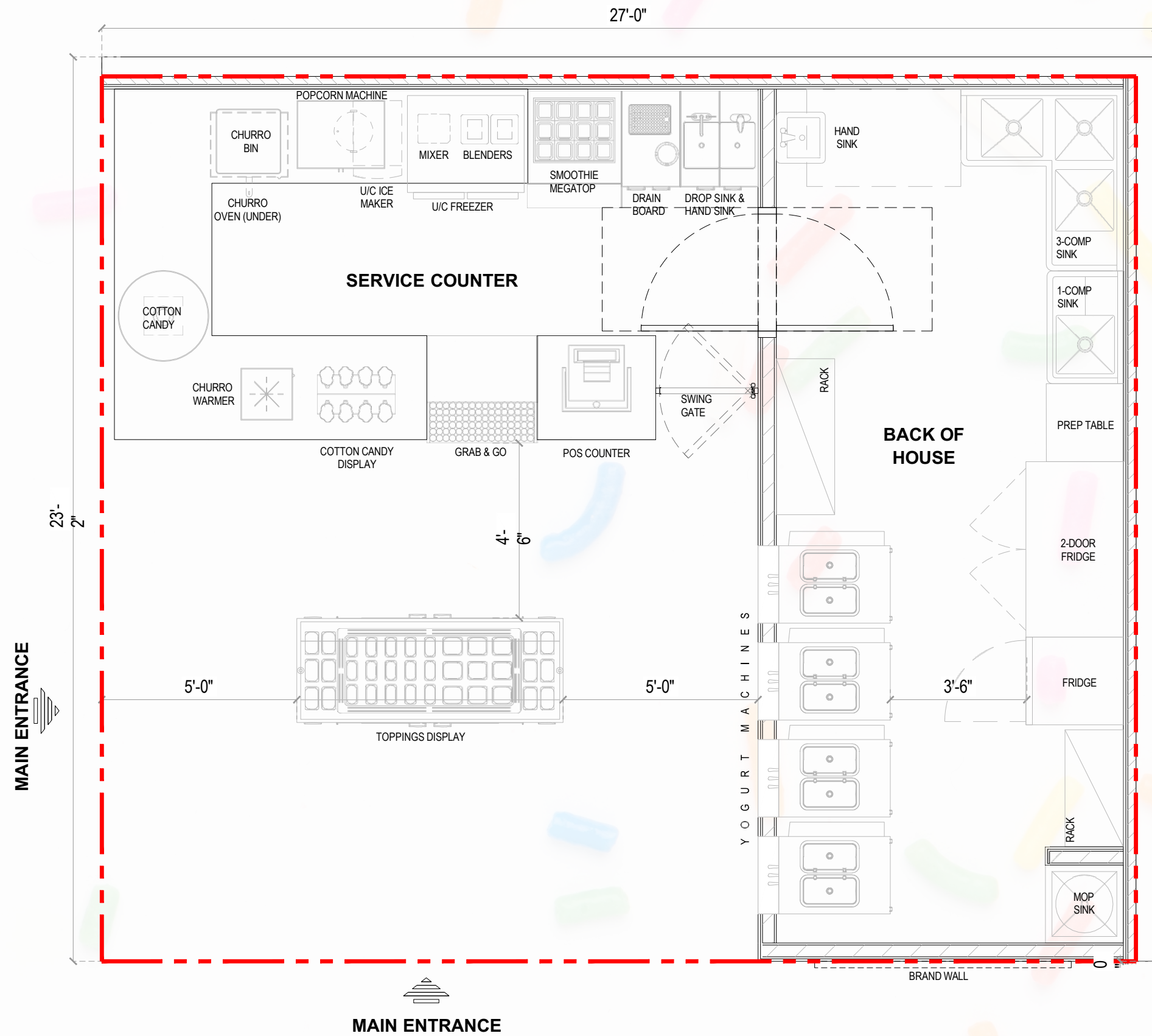




# 6 Our Formats

## Format 600ft<sup>2</sup>

Counter/ Kiosk







**orange leaf**  
A Sweet Experience



HOW TO FROYO







## 7 Qualifications

**Traditional storefront for a Ten-Year Term.**

**\$30,000**

Initial Franchise fee for traditional locations

**\$100,000**

Required liquid assets to invest

**5% Royalty**

Plus 3% brand development fund

**\$350,000**

Required minimum net worth

**Certain additional terms and conditions apply. See the 2024 ORANGE LEAF Franchise Disclosure Document for full terms and conditions for all franchise incentive offers.**





## 7 Qualifications

**Non-Traditional storefront for a Five-Year Term.**

**\$15,000**

Initial Franchise fee for traditional locations traditional locations

**5% Royalty**

Plus 1% brand development fund

Certain additional terms and conditions apply. See the 2024 ORANGE LEAF Franchise Disclosure Document for full terms and conditions for all franchise incentive offers.





## 8 Franchise Opportunity

“**Orange Leaf** provides an excellent opportunity for individuals looking to own an exciting and growing business with minimal experience and background in the restaurant space- our top **25% of stores** had an average unit volume of **\$627,557 in 2023.**”

The bottom 25% of stores had an average unit volume of \$198,948 in 2023.







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## 2024 Incentives



### Single-Unit Development:

#### Early Franchise Incentive Program

- Reduced First Year Royalties. In addition, for the first five (5) Franchise Agreements that are signed in 2024, the Royalty Fee will be waived for the first six (6) accounting periods of operation and will be reduced to 2.5% for the next six (6) accounting periods of operation (total of one (1) year).
  - Your Store must be opened for business within one (1) year of signing the Franchise Agreement.
  - If you are participating in the OL's Real Deal, you are not eligible to participate in any of the components of the Early Franchise Incentive Program.

**Military Discount for Veterans**- 50% off Initial Franchise Fee for the first store opened.

#### OL's Real Deal

- If you qualify, you may participate in our OL's Real Deal incentive program which includes a Store purchasing program. Subject to other provisions specified in the Franchise Agreement, if you notify us within six months after opening that you want to sell the ORANGE LEAF Traditional Store, we will agree to buy it from you for a purchase price up to \$275,000.
  - Offer is available to the first five (5) franchisees to have their franchise agreement fully signed and the initial franchise fee paid in full on or before September 30, 2024; you must build a ORANGE LEAF Traditional Store within one (1) year of signing your Franchise Agreement and you must otherwise meet our financial and operating criteria for new franchisees.

Certain additional terms and conditions apply. See the 2024 ORANGE LEAF Franchise Disclosure Document for full terms and conditions for all franchise incentive offers.





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## 2024 Incentives



### Multi-Unit Development:

- You will sign our Store Development Agreement and pay us a development fee at signing equal to the sum of initial franchise fees that correspond to the proposed development.
  - For the first Store, the initial franchisee will be the full price (i.e., \$30,000 for a Traditional Store or \$15,000 for a Non-Traditional Store); however, for each additional Store to be developed under the Store Development Agreement, the initial franchise fee will be reduced by 50% (i.e., \$15,000 for a Traditional Store or \$7,500 for a Non-Traditional Store).
  - For example, if you commit to develop five ORANGE LEAF Traditional Stores, the development fee would be \$90,000 ( $\$30,000 + (\$15,000 \times 4) = \$90,000$ ). If you are developing five ORANGE LEAF Non-Traditional Stores, the development fee would be \$45,000 ( $\$15,000 + (7,500 \times 4) = \$45,000$ ).

**Military Discount for Veterans**- 50% off initial franchisee fee for the first store opened.

- Plus, if you are one of the first five (5) Franchise Agreements signed in 2024, you will receive reduced royalties for the first year of operation on the first Store under your development agreement if you open your Store within one year of signing your Franchise Agreement. See Early Franchise Incentive Program.
- If you are acquiring multi-unit development rights, we require you to commit to develop a minimum of three stores.

Certain additional terms and conditions apply. See the 2024 ORANGE LEAF Franchise Disclosure Document for full terms and conditions for all franchise incentive offers.





## 8 In Business for yourself, not by yourself

### Comprehensive site selection, store design and vendor support

- Ongoing operations support and quality assurance visits
- Professional marketing support
- On location training
- Ongoing product and menu development





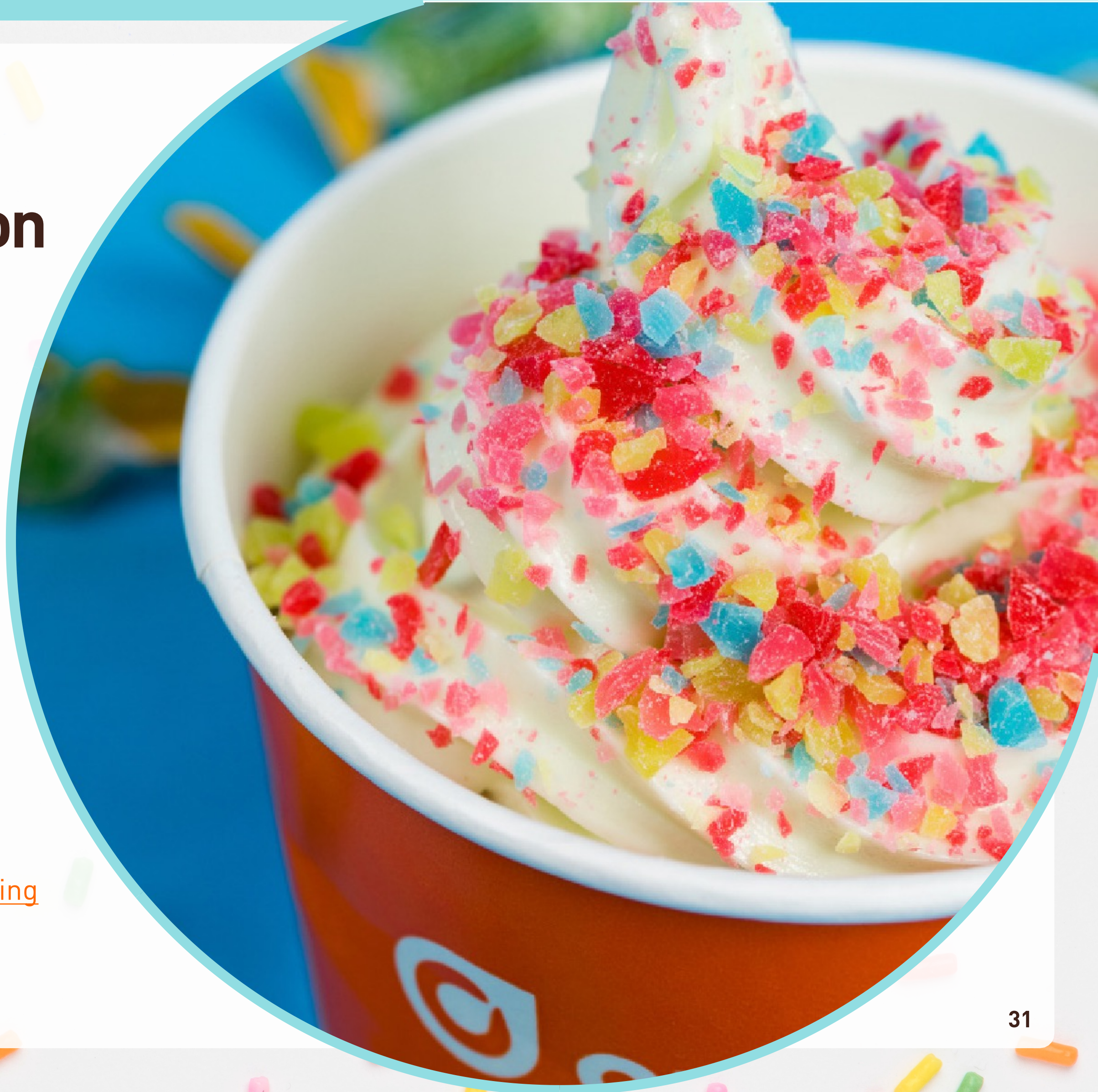
## 9 For more information

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**orange leaf<sup>®</sup>**  
**frozen yogurt & treats**

