



شركة ابيجدد
United Food
Food Company

Member of Abanayyan Holding

COMPANY PROFILE

FRESHBERRY

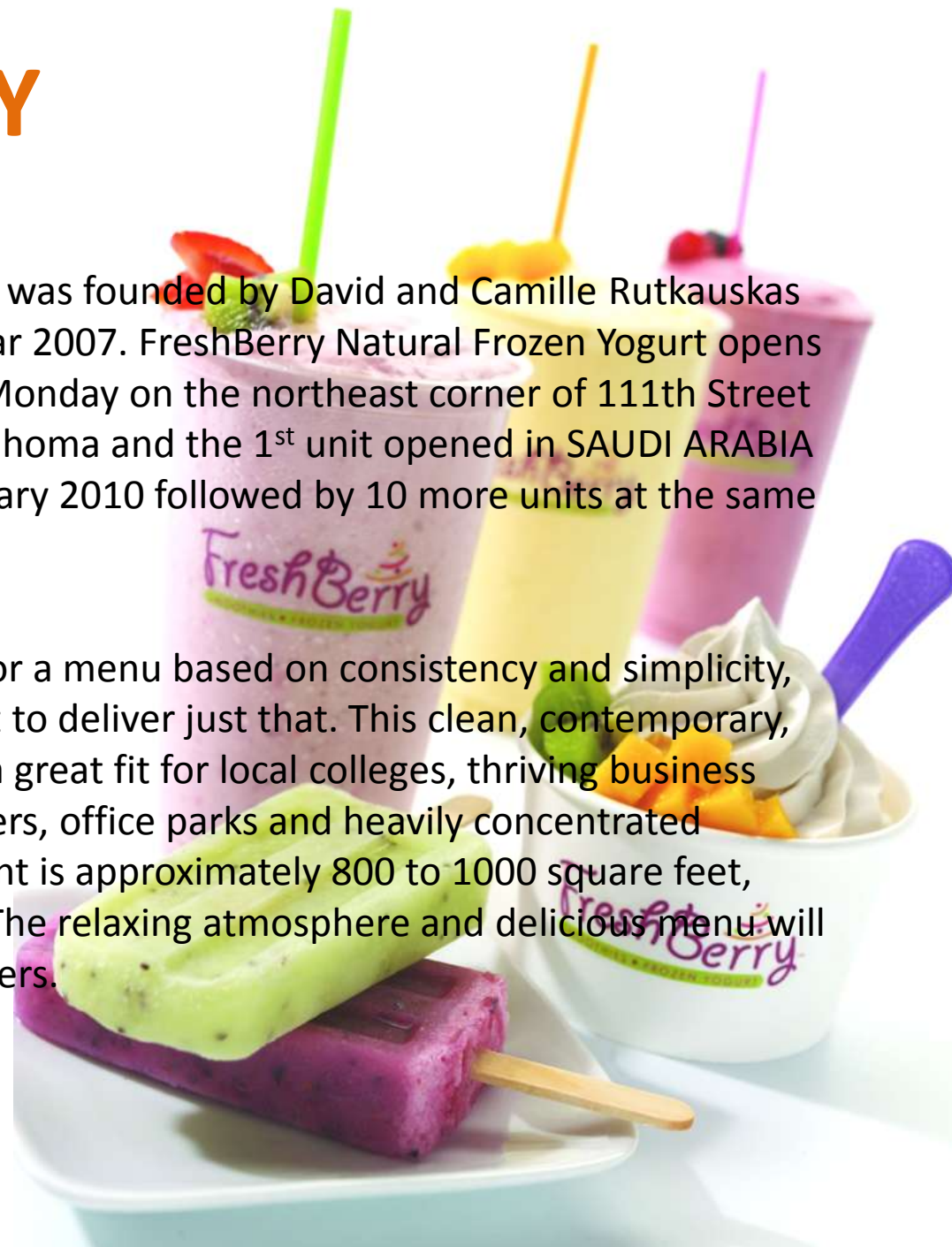


الشركة المتحدة
للإطعمة
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THE COMPANY

- FreshBerry Franchise System, Inc. was founded by David and Camille Rutkauskas in Tulsa, Oklahoma USA in the year 2007. FreshBerry Natural Frozen Yogurt opens at 11 a.m. 21st of January 2008 Monday on the northeast corner of 111th Street and Memorial Drive in Tulsa, Oklahoma and the 1st unit opened in SAUDI ARABIA was in Tahalia St. Riyadh, on January 2010 followed by 10 more units at the same year.
- The Rutkauskas', having a pulse for a menu based on consistency and simplicity, created a new restaurant concept to deliver just that. This clean, contemporary, urban-style frozen yogurt cafe is a great fit for local colleges, thriving business districts, metropolitan retail centers, office parks and heavily concentrated neighborhoods. The store footprint is approximately 800 to 1000 square feet, with seating for 15 to 30 guests. The relaxing atmosphere and delicious menu will appeal to a wide range of customers.



LOCATIONS



UNITED STATES

- **16** units + **4** units coming soon

VENEZUELA

- **2** unit in Caracas and **1** San Cristobal and **1** in Margarita

MIDDLE EAST

- **4** units in Bahrain
- **1** unit in Kuwait
- Soon to Open 1 UAE

16 units in KSA (with 5 newly opened)

- 1.King Khalid International Airport
- 2.Makkah
- 3.Jubail
- 4.Najran
- 5.Jeezan and more branches to open soon

THE BRAND

FreshBerry is the future of frozen yogurt sales! The brand takes root in everything from photography to uniforms to the interior décor. Our professional brand development ensures that every aspect of each

FreshBerry stays true to the original concept. All franchisees have easy access to store décor items, menus, signage options, fixtures, point of sale equipment as well as direct mails and local store marketing programs and materials.

A Franchisees success is a FreshBerry success and we're behind our partners every step of the way!



And just for the kid in all of us, the FreshBerry menu also features our signature FreshPops. FreshPops are frozen yogurt popsicles available in an assortment of fruity flavors. Made with our signature FreshBerry yogurt, they are as nutritious as they are delicious. With less than 100 calories in each FreshPop, they are a perfect snack to stock in your freezer. With hundreds of options to tantalize your tongue, there is a treat at FreshBerry for everyone! The FreshBerry menu has mass appeal at a price that encourages repeat business anytime of the day!



CAMPAIGN



Own Your own FreshBerry Franchise

Franchisees of FreshBerry have access to continual support within the franchise system. The founders of FreshBerry have surrounded themselves with talented team members who guide each franchisee through the steps of opening a successful restaurant franchise -from selecting prime real estate locations, to architectural design, store décor, product purchasing and comprehensive hands-on training. System consistency is monitored regularly by trained operations staff, helping franchisees increase their operational efficiency and profits. Quality is a top priority at FreshBerry, not only in the products and concept, but also providing service and support to our franchisees. FreshBerry is fully committed to the success of every member of our team.

FreshBerry

FROZEN YOGURT CAFE

فان شيا بيرري

مقهى اللبن المجمد بالفواكه

الشركة المتحدة للأطعمة

Now Open



"Go Natural, Stay Healthy"



جميع منتجاتنا خالي من السكر
All Natural, Low Fat, With Real Fruit Cultures



Master Franchisor for Middle East

UNITED FOOD COMPANY

(A subsidiary of Abunayyan Holding Company)

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