



TREAT YO'SELF
TO A FRANCHISE OPPORTUNITY



**TO CREATE MOMENTS OF HAPPINESS
BY SHARING THE WORLD'S
BEST-TASTING
FROZEN DESSERTS & SNACKS
CENTERED AROUND
SELF-EXPRESSION, QUALITY, AND FUN.**

Meet **Solomon Choi**, founder and CEO of 16 Handles®!

Choi was born in Seoul, South Korea, and immigrated with his parents to NYC when he was 18 months old. After living in Baltimore, Maryland for a couple of years, the family settled in Los Angeles, California, where he was raised. He studied marketing at the University of Southern California's Marshall School of Business, graduating in 2002 with a dream of one day creating a global brand selling products that people love.

Choi learned the self-serve frozen yogurt business from a family friend who operated the frozen yogurt shop America's Cup in Costa Mesa, California. Feeling that

Southern California's frozen yogurt market was quickly reaching saturation, Choi decided to open a shop on the other side of the country – where the best brands have a presence.

Choi relocated from Los Angeles to New York City and, in July 2008, opened the first 16 Handles® in Manhattan's East Village neighborhood. It was New York's first self-serve frozen yogurt shop, and the model spawned hundreds of imitators on the East Coast. In 2013, the *Wall Street Journal* wrote, "Choi is the guy to thank... for bringing the self-serve craze to New York." Viewing his target customer as 18-34 year old women, Choi opened the shop near the New York University freshman dorms,

despite the fact that there were nine frozen dessert shops within a four-block radius. He believed that if he could win over the students, they could become longtime loyal customers. In 2009, Choi decided to franchise the business, and the second 16 Handles® location was opened in Paramus, New Jersey. By 2015, 16 Handles® had 30+ locations throughout the Northeast and in Florida.

Each 16 Handles® store offers 16 flavors of frozen yogurt and over 40 toppings, sold by weight, plus other dessert and snack options innovated throughout the years.



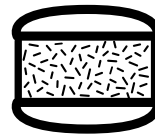
ABOUT US

Founded in 2008, 16 Handles is New York City's first self-serve frozen dessert shop. It has since grown to 30+ locations across five states, and is now expanding internationally, with 150 locations in development. 16 Handles sets itself apart with eye-catching in-store design and unparalleled customer experience. We highlight individuality and customization, encouraging fans to "flaunt their flavor" with 16 different frozen desserts, 50+ toppings and sauces. 16 Handles offers a variety of frozen novelties such as Fro-Yo cakes, waffle bowls, Fro-Yo sandwiches, take-home pints, and toppings to-go. We have also expanded our menu to include smoothies and shakes, bottled beverages and grab & go snacks. In June 2017, 16 Handles introduced ice cream to its lineup for the very first time.



DID YOU KNOW?

There used to be 9 direct competitors within 4 blocks of the original East Village 16 Handles® location. Sadly (well, not really), most of them are gone, but 16 Handles® stands alone still swirling strong!



PRODUCT

We are a leader in our category because of our commitment to creating the best-tasting flavors on the market. Whether it be vanilla bean inclusions or tree-ripened mangoes from India, our customers take notice of the quality ingredients in our flavors.

Our commitment to quality has allowed us us to collaborate with great brands like Sony, Welch's, Duff Goldman, and Dannon to create one-of-a-kind flavors. We're not afraid to have "fun" in our product development, having successfully created non-dairy sorbets, as well as soft serve ice cream.

16 Handles is far from a mere frozen yogurt shop; we are the ultimate frozen dessert experience.

TECHNOLOGY

MOBILE

First frozen yogurt franchise to combine mobile payment and rewards

ANALYTICS

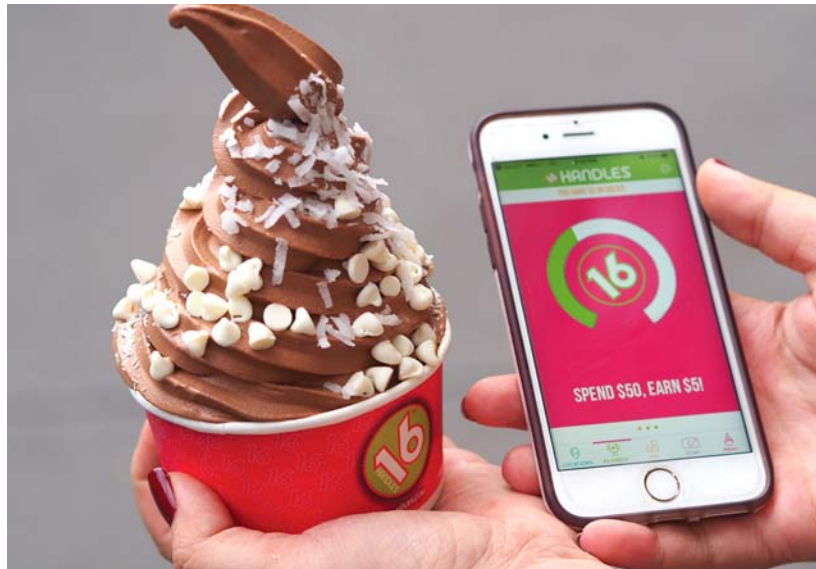
Big Data
Customer Pacing and Frequency
Targeted Advertising

DELIVERY

Postmates, UberEats, Seamless, Grubhub,
DoorDash, ChowGofer, Eat24

RECOGNITION

- 2017 Best of Manhattan Awards for Frozen Yogurt Shop
- 2016 Best of Manhattan Awards for Frozen Yogurt Shop
- 2013 Rising Star Mashie (Snapchat "Snappy New Year" Campaign)
- Chase Ink Commercial
- Official frozen dessert sponsor of the Tony Awards



“...16 Handles—the FIRST brand to conduct a marketing campaign through the service.”

– ADAGE ON MARKETING VIA SNAPCHAT 2013



Over 2,300 reviews with average 4 star rating



Rated 2011/2012 Award of Excellence



2013 Mashie Rising Star Award for Digital Marketing



2016 Best of Manhattan Awards for Frozen Yogurt Shop



2017 Best of Manhattan Awards for Frozen Yogurt Shop

Since our launch in 2008, we have led the trend in frozen desserts and snacks. When it comes to products, our focus is always on quality ingredients and innovation.

With a self-serve bar of over 50 tasty toppings like fresh-cut fruit, candy and cookie crumbs, there is a combination to please everyone! Our menu also includes Fro-Yo cakes, take home pints, toppings to go, Fro-Yo sandwiches, WhipUp!®, waffle bowls and cones, fruit smoothies, frappés, shakes, Fro-Yo hot cocoa and more.



Our Artisan collection is a wonderful assortment of self-serve frozen yogurt flavors and toppings crafted by a team of culinary chefs and experts. Our Artisan collection aims to bring quality and all natural ingredients from around the world to create unique flavors you'll only find at 16 Handles®.



CLASSIC RECIPE

Using an original recipe inspired by legend Julia Child, our pastry chef creates freshly baked brownies that contain two cocoas for a true depth of flavor. That's why **Fudge Brownie's** straight from the oven taste will have you coming back for more.



HANDCRAFTED HAPPINESS

We scratch bake homemade cookies fresh on the daily and crumble them into **Dunk Yo Cookies**.

UNCOMMONLY REAL



Tree-ripened mangos from India, picked at their peak, are what make **So Fresh Mango Sorbetto** an unparalleled treat.

TASTE THE DIFFERENCE

We use 100% Arabica coffee beans from Colombia for our **Arriba Coffee**! Savor the bits of real roasted coffee in every swirl.



WE ROLL DEEP

Check out who we've partnered with!



WE ROLL DEEP

Check out who we've partnered with!



San Gennaro Feast Events



DoSometing.org Charity



Goldbergs, SONY Television

OUR SUPER FANS

We're besties with millennials who are active on social media and would like to flaunt their flavor!

Don't get us wrong! Moms and children love us, too. Come on, have you been to our store?



OUR COOL FRIENDS

Check out who likes partying with us!

COSMOPOLITAN

BIRCHBOX♦

DIESEL

foursquare™

Google

jetBlue

♠
kate spade
NEW YORK

NYSO

new york
sports clubs®



REFINERY29

seventeen



UBER



OUR SQUAD

We are #1 in social engagement among dessert brands (calculated by number of units)!



Facebook
52.5k+ Fans



Twitter
16.3k+ Followers



Instagram
19k+ Followers



Snapchat
We were the first retail brand to use Snapchat!



E-Mail
190k+ Subscribers



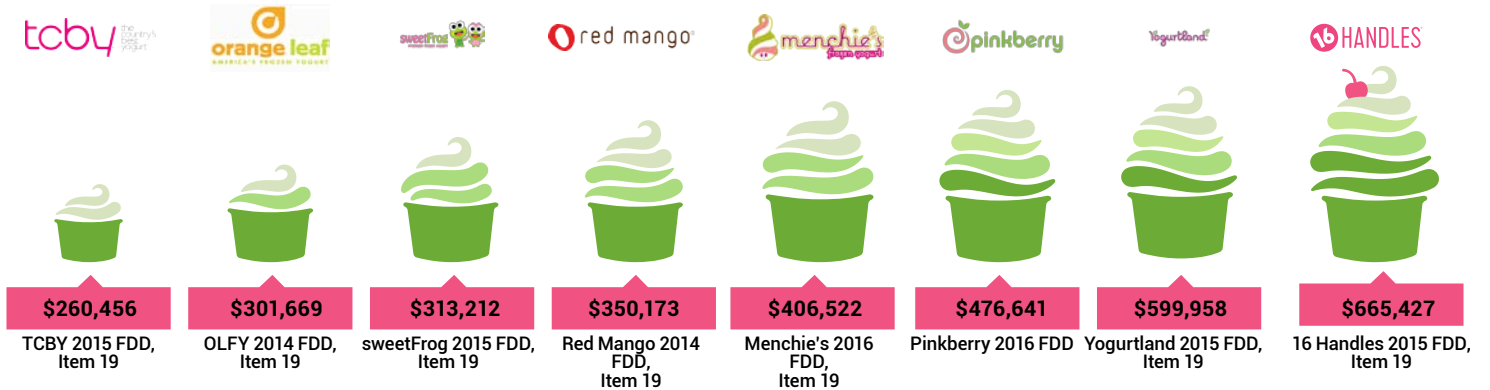
KEEPIN' IT FRESH



KEEPIN' IT COOL

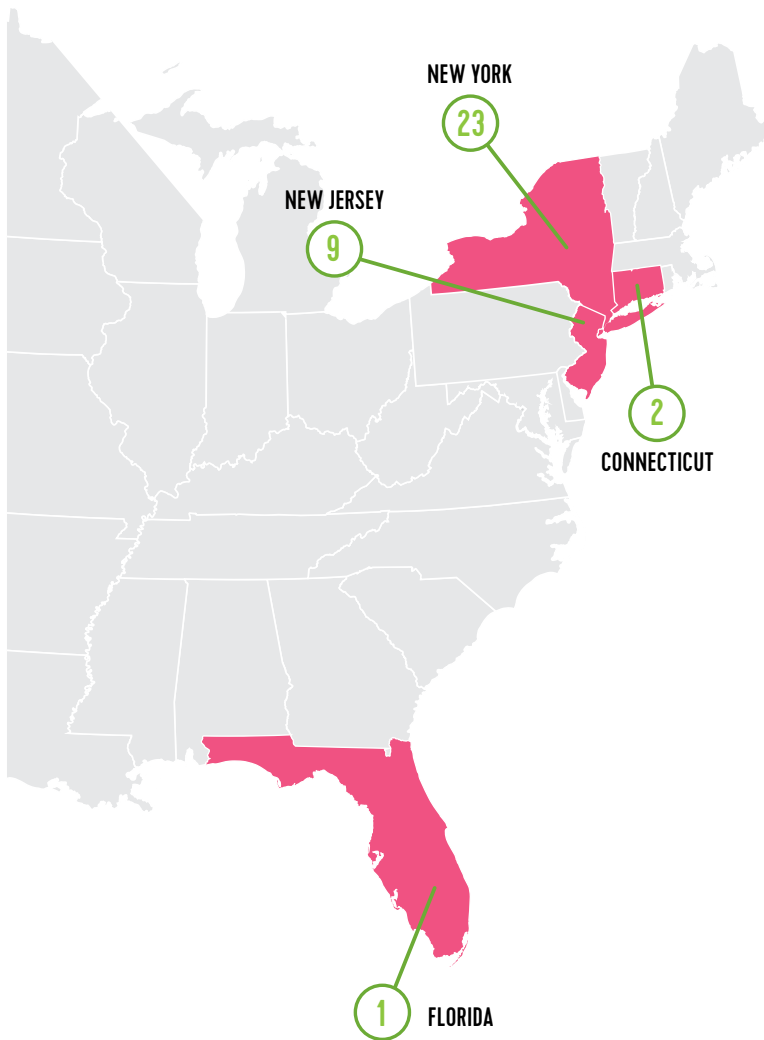


HOW WE STACK UP



WHERE WE FLAUNT

We've grown through domestic and international franchising.



#1

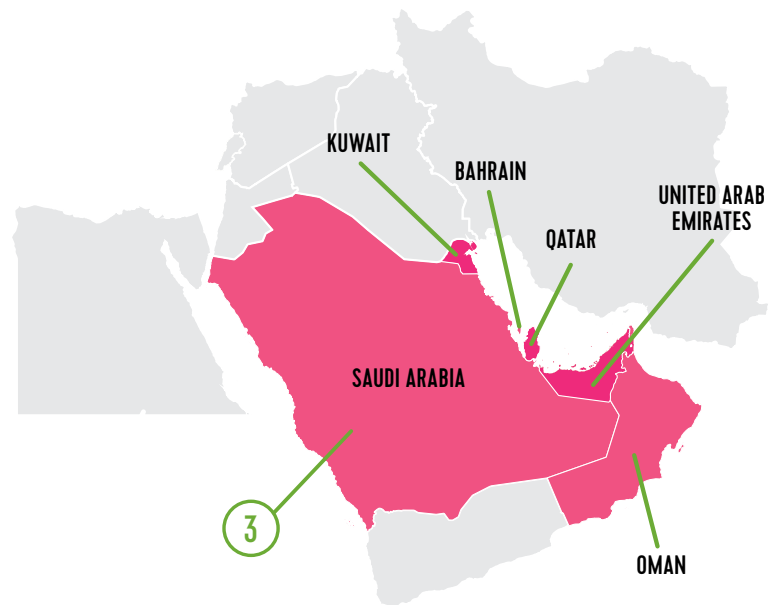
IN NEW YORK CITY



INTERNATIONAL EXPANSION

150

Locations in development in the Middle East



HOW WE FLAUNT



Shopping Mall
 Jersey Gardens, NJ
 Garden State Plaza, NJ
 Queens Center Mall, NY



University
 Rutgers University, NJ



Sports Venue
 Madison Square Garden, NY
 Palisades Credit Union Park, NY



Mobile Vending
 (16 Handles Fromobile)
 Multiple locations



University Campus



Free Standing



Inline



Mall Kiosk



Inline Mall

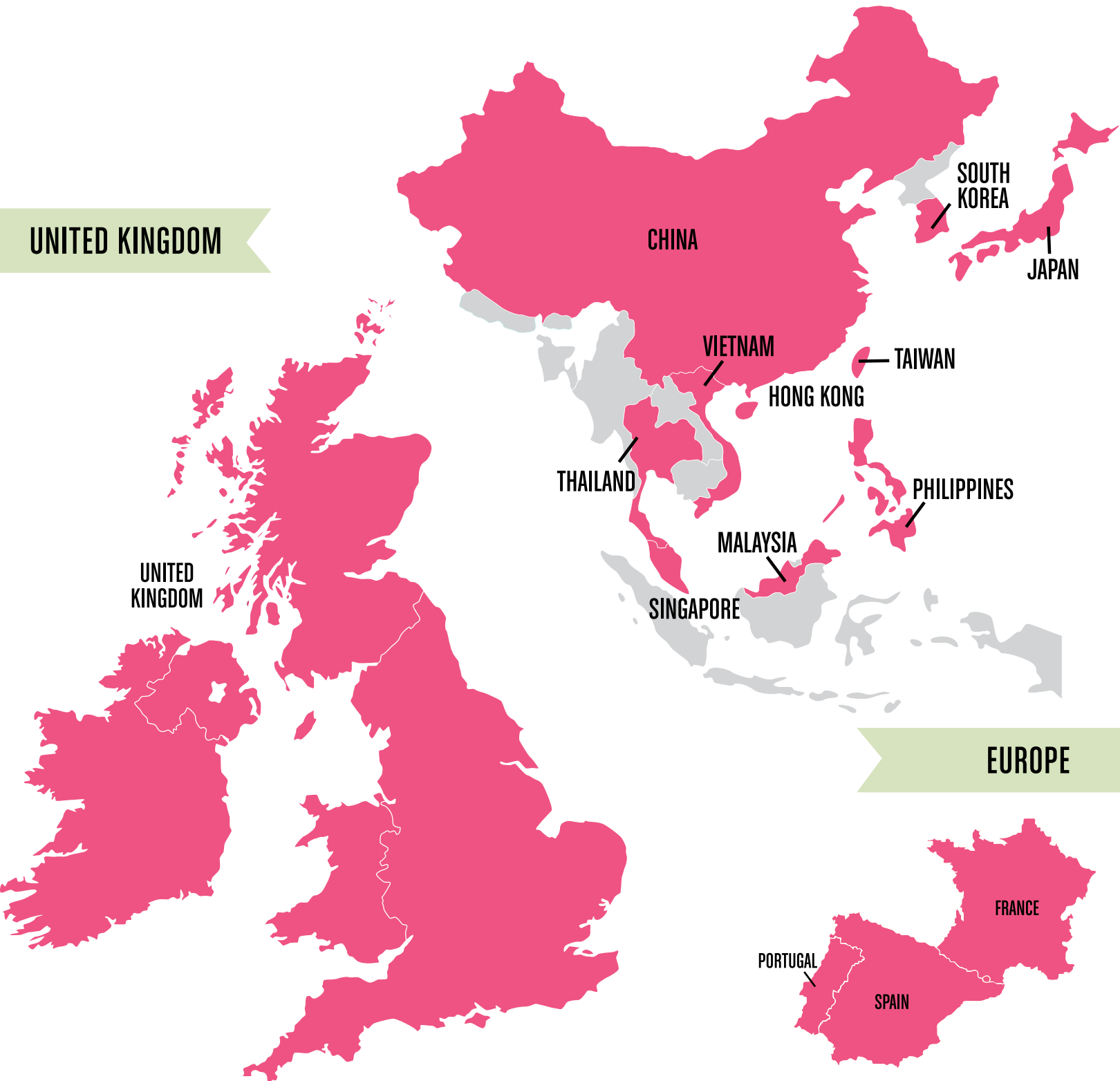


Fromobile



ASIA

UNITED KINGDOM



EUROPE

U.S. STORE DEVELOPMENT (IN CURRENTLY EXISTING STATES):

Minimum of \$500K in Net Worth with \$350K liquid capital

U.S. AREA DEVELOPMENT REQUIREMENTS:

Minimum of \$1M USD in liquid assets and previous multi-unit experience in retail

INTERNATIONAL AREA DEVELOPMENT:

Minimum of \$1M USD in liquid assets and previous multi-unit experience operating 5 or more restaurant/retail stores

INTERNATIONAL MASTER FRANCHISE REQUIREMENTS:

Minimum of \$2M USD in liquid assets and previous multi-unit experience operating 10 or more restaurant/retail stores

IF YOU MEET THESE REQUIREMENTS, PLEASE FILL OUT OUR INQUIRY FORM:
WWW.16HANDLES.COM/APPLY

WANNA SPOON?

CONTACT US!

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