



## News Release

### FOR IMMEDIATE RELEASE

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## **Golden Spoon, The Ice Cream Lover's Frozen Yogurt, Expands East to Colorado**

### **Popular frozen yogurt brand opens 5 locations in Q4 as part of 2010 expansion plan**

Rancho Santa Margarita, California (October 27, 2010) – Golden Spoon Franchising, the expansion arm of the largest frozen yogurt chain in Southern California, announced the signing of an agreement with Cups and Cones, LLC to further The Golden Spoon franchise expansion in the Rockies with 30 new locations. The initial 5 locations are expected to open prior to year's end with the first opening in Fort Collins in November. Additional stores are anticipated each year throughout the greater Denver marketplace and across the entire front range of the Rockies.

"This agreement is key for our strategic plan to expand eastward. It is a natural extension of our territory into the Midwest and prepares us for further expansion across the US." said Golden Spoon Franchising CEO, Roger Clawson. "It continues our commitment to grow the brand, reach major untapped markets, and bring our premium frozen yogurt to an area that promotes an active and healthy lifestyle."

The agreement follows an earlier expansion announcement into Canada and Utah as part of a plan to continue expansion both domestically and internationally. Clawson added that he plans to continue the premium frozen yogurt brand's expansion with multi-unit developers throughout the Northwest and Texas in coming months.

Michael Haslar, co-owner of Cups and Cones, LLC said, "This agreement with Golden Spoon is significant for us. We saw a unique opportunity to offer a premium frozen yogurt that tastes like premium old-fashioned ice cream - with all the health benefits of yogurt - to our customers. Community involvement and social responsibility is critical to our success, a view shared by Golden Spoon. Their financial and operational models demonstrate their commitment to franchise owners. We are very excited to be working with Golden Spoon."

Consumers prefer the taste and creamy texture of ice cream, but want the health benefits of yogurt. Golden Spoon's frozen yogurt is the healthy indulgence, with low calories and no fat, calcium, protein, and probiotics (live, active cultures). Consumers can satisfy their craving for ice cream without the guilt, which is why Golden Spoon *is* "ice cream" to customers of all ages.

### **About Golden Spoon Franchising**

Golden Spoon Franchising is the business expansion arm of Golden Spoon, the popular Rancho Santa Margarita-based frozen yogurt chain. Founded in 1983, Golden Spoon has earned its reputation as "The Ice Cream Lover's Frozen Yogurt" with more than 50 flavors that range from Old-Fashioned Vanilla and Belgian Chocolate to Cake Batter and Simply Tart. Golden Spoon frozen yogurt is a low-calorie, non-fat, premium frozen treat that tastes like ice cream and promotes a healthy lifestyle. As a result, it is the premier brand of soft-serve frozen yogurt in Southern California, Arizona, Nevada, and Southern Utah, selling more yogurt here than any other frozen yogurt or ice cream chain. Golden Spoon has more than 125 stores open in the United States, Japan, and Philippines.

### **About Cups and Cones**

Cups and Cones is a family owned company based in Denver, Colorado, and is the exclusive franchisee for Golden Spoon frozen yogurt on the front range of the Rockies. After enjoying Golden Spoon in the Coachella Valley for many years, Adair Brown knew he wanted to bring the amazing product to Colorado. This was the beginning of Cups and Cones, which is owned by Adair Brown, along with his daughter Julie Haslar, and her husband, Michael Haslar.

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