

Media Information:

The Cold, Hard... Sweet Facts!

Concept:	<p>Bruster's Real Ice Cream is a premium frozen treat destination, where each confection is <i>A Scoop Above the Rest.</i>™ Every generous serving of ice cream, sorbet, frozen yogurt and Italian ice is crafted on-site. With a cult-like following, Bruster's was voted #1 among frozen treats and #2 overall in the Limited Service category, according to the Consumer Picks 2015 study published in <i>Nation's Restaurant News</i>.</p> <p>Bruster's® offers several prototypes to meet franchisees' needs: a traditional stand-alone shop, as well as new in-line and end-cap units that combine indoor seating with "treat theater" customer engagement. Requiring a much smaller initial investment, the new units feature an expanded menu, including premium soft-serve yogurt and fresh fruit smoothies.</p> <p>"Mentoring Tomorrow's Leaders Today" is Bruster's business platform. Operators are expected to mentor and teach young adults the keys to successful entrepreneurship, while being active and upstanding members of their communities.</p>
Menu:	<p>More than 200 proprietary, made-from-scratch recipes comprise the Bruster's® treat collection. At least 24 premium flavors are prepared fresh daily and incorporated into hand-made milkshakes, sundaes, banana splits, cakes and pies and ices.</p>
Premium Product:	<p>Bruster's® owns its own dairy and controls the entire production process from "cow to cone," with dairy products never frozen. Only premium mix-ins and brand-name candies are used.</p>
Headquarters:	<p>730 Mulberry St., Bridgewater, PA 15009 (Suburban Pittsburgh)</p>
Locations:	<p>185 in the U.S. and Guyana</p>
Founded:	<p>Bridgewater, Pennsylvania, on July 13, 1989</p>

Key Executives:	<p>Bruce Reed, Founder Jim Sahene, CEO Dave Guido, SVP of Operations Gregg McMillan, VP of Finance Corey Bradley, VP of Franchise Development Jason Selesky, Director of Purchasing</p>
Bruster's System Sales:	\$60 million (2014)
Average Unit Volume:	\$375,000
Recent Developments:	<p>Consumer Picks 2015 Study by <i>Nation's Restaurant News</i> and <i>WD Partners</i> (Rated 172 restaurant chains)</p> <ul style="list-style-type: none"> • #1 frozen treat chain • #2 overall in Limited Service category behind In-N-Out Burger <p>Nine consecutive quarters of same-store sales growth</p> <ul style="list-style-type: none"> • 45 stores set sales records in 2014 • 2014 same-store sales posted a 4.64 percent increase <p>More shops are currently under development than during the last three years combined</p> <ul style="list-style-type: none"> • At least 14 locations are scheduled to open in 2015; 4 opened to date • 10 new locations are under construction • 1st store in the Western U.S. opened April 2015 in Cypress, California • Commitments for 20 stores
Website:	Brusters.com
Social Media:	<p>Facebook.com/BrustersRealIceCream Twitter: @brustersfresh Pinterest.com/brustersfresh YouTube.com/brustersfresh Instagram.com/brustersfresh</p>

April 2015