



Media Information: The Cold Hard Facts!

Concept:	<p>Bruster's Real Ice Cream is made the old-fashioned way from ingredients that are slow kettle processed and designed specifically to create the Bruster's flavor. Its proprietary homestyle mix is delivered fresh from its dairy to each store, where small artisan batches are made daily by Certified Ice Cream Makers.</p> <p>Bruster's® offers several prototypes to meet franchisees' needs: a traditional stand-alone shop, as well as in-line and end-cap/walk-up units with drive-thrus.</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 150 made-from-scratch recipes comprise the Bruster's® treat collection. At least 24 premium flavors are prepared fresh daily, ready to be enjoyed in crunchy, handmade waffle cones that also are made in-house, sundaes, candy-filled blasts, milkshakes. Banana splits, cakes, pies and ices round out the menu.</p>
Premium Product:	<p>Bruster's® owns its own dairy and produces the exclusive mix at the heart of each beloved ice cream flavor. Bruster's creamy texture results from never being hard frozen. And only premium add-ins and brand-name candies are used.</p>
Headquarters:	<p>730 Mulberry St., Bridgewater, PA 15009 (Suburban Pittsburgh)</p>
Locations:	<p>Approximately 200 in the U.S., Guyana and South Korea; all but two are franchised</p>
Founded:	<p>Bridgewater, Pennsylvania, on July 13, 1989</p>



Key Executives:

Bruce Reed, Founder
Jim Sahene, CEO
Dave Guido, SVP of Operations
Gregg McMillan, VP of Finance
Jennifer Brinker, VP of Marketing
Kim Ellis, VP of Franchise Development
Thomas "T.J." Tranel, VP of Real Estate

System Sales:

\$71,082,290 (2017)

Average Unit Volume:

\$444,000 (2017)

Recent Developments:

Launched all-new mobile loyalty program

Introduced new franchisee POS system

Added vice president of Real Estate to help franchisees select sites

Posted four consecutive years of same-store sales increases with total cumulative growth just under 25 percent

Reported sales records last year at 67 locations, with some units exceeding \$1,000,000 in annual sales

Grew average checks more than 3 percent to \$8.28 in 2017

Announced plans for opening 15 locations in 2018, with commitments for another 15 future treat shops

Website:

[Brusters.com](http://brusters.com)

Pressroom

<http://brusters.com/media/in-the-news/>

Social Media:

Facebook.com/BrustersRealIceCream

Twitter: @brustersfresh

Pinterest.com/brustersfresh

YouTube.com/brustersfresh

Instagram.com/brustersfresh