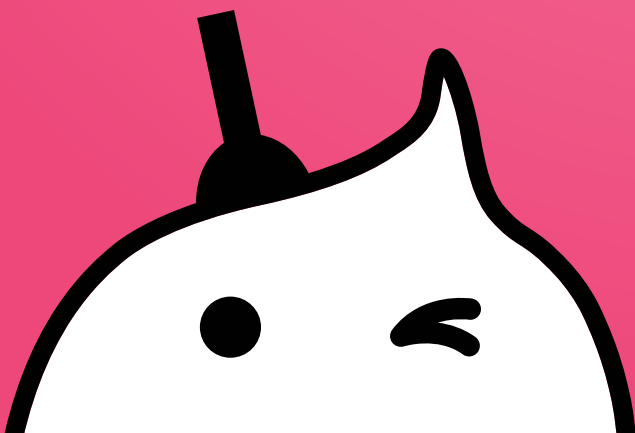




Franchise Opportunity



The Yo Way Story

Welcome to Yo Way, where individuality meets joy in every single swirl.



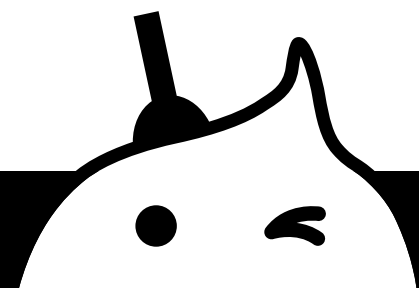
Yo Way was founded on providing premium quality frozen yogurt that offers a healthier dessert or snack alternative. Our self-serve concept gives the freedom to customers by encouraging them to choose their own flavours, toppings and how much or little they need. Every cup is a chance to do life, and fro yo, yo way!

Yo Way's core target audience is 13-24 year olds with a female skew but we also know 25-44's love our product...and so do their kids!

We recognise the immense popularity of frozen yogurt in Australia and have created a brand that is positioned to be accessible to any socio-economic group. Our brand livery is deliberately targeted to attract the young demographic we know are our core target audience.

Yo Way was developed by the LPI Group, an Australian owned multi-brand franchise group with a 20+ year history of franchising entertainment brands in Australia and internationally.

Yo Way has quickly become a major player in the fro yo space with 20 stores across Victoria, New South Wales and Queensland. Since our launch in 2024 the Yo Way brand has experienced astronomical growth, and we are just getting started!





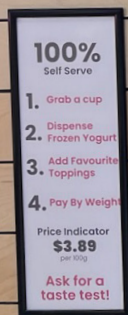
STRAWBERRY

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yo wau 

Our Values



We have achieved so much more than we imagined, even in our first few days of opening! Being part of a franchise group whilst having the flexibility to run our own business is the perfect mix for us.

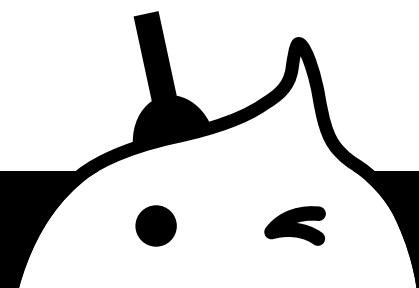
Joe and Zeina H, franchisees

Yo Way isn't just frozen yogurt, we are a culture built on welcoming everyone to be themselves and do life yo way.

We believe in the uniqueness of individuals and that just like our fro yo cups, everyone is a little different. And that's a good thing.

We value innovation and strive to keep up with trends to ensure customers can find their favourite trending food or flavour at Yo Way. Plus we are continually working behind the scenes to come up with new and exciting flavour options. New products are always in development to keep our customers engaged and excited, and to keep them returning to our stores.

At Yo Way we differentiate from our competitors by offering more frequently changing flavours to encourage repeat visitation, a greater selection of toppings and better supplementary product choices.



Yo Way is purposely positioned as being the fro yo brand for everyone. More often than not our locations are found in outer suburban shopping centres, making Yo Way a local and easier option for our core target audience. We offer a superior quality product at an affordable price.

Fro yo continues to grow in popularity and Yo Way is a fresh, modern brand aligned with the target audience in tone of voice, look and feel and...*vibes*. Our vibrant pink branding makes us instantly eye-catching in any environment and has great brand recall for repeat visitation.

Yo Way focuses on offering premium quality fro yo to suit everyone. Because we only offer a top quality product our customers come back to us time and time again. Our fro yo is made fresh in store and is up to 97% fat free. We also cater to different dietary requirements with our gluten free, Kosher, Halal, sugar free and vegan options.

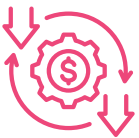
Our brand ethos revolves around embracing the playful side of life. We invite our customers to embark on a journey of fun and creativity when they craft their unique fro yo creations. Because let's face it, life is too short for boring desserts!





Why franchise with us?

With a dedicated team offering end to end support, a simple operating model and an on trend product, Yo Way is a desirable option for first time and experienced business owners.



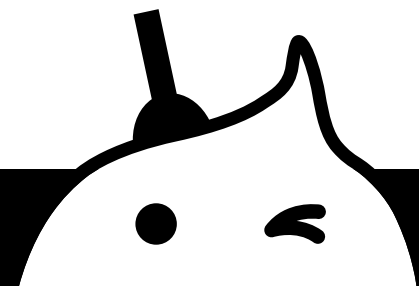
Low entry cost and low franchisee fees

We offer a competitive entry cost and low franchise fees so you have the opportunity to become a profitable business owner fast



Operational support

Our ongoing operational support ranges from assisting you in fitting out your store to helping you manage your financials and everything in between





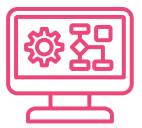
Part of a national brand

Joining a national brand offers the benefits of national buying power, brand awareness, a large support team and more



On trend, in demand product

Fro yo is only growing in popularity, meaning demand for more Yo Way stores. We offer the opportunity to become a part of this growing category



Operational simplicity

Be your own boss and enjoy a healthy work-life balance thanks to our simple operational model where customers serve themselves



Australian owned and operated

Yo Way is proudly Australian owned and operated with 200+ years combined business experience within our dedicated team



Training

You will receive in person, in store training from a team of experts to set you up for the best start possible



Marketing support

Our dedicated Marketing team manages and executes a national campaign program for all locations as well as offering advice on Local Area Marketing to help you grow your business at a local level



Backed by a group with 20+ years in business

Our company has been in business and franchising for over 20 years, meaning you are joining a reputable, stable and experienced group



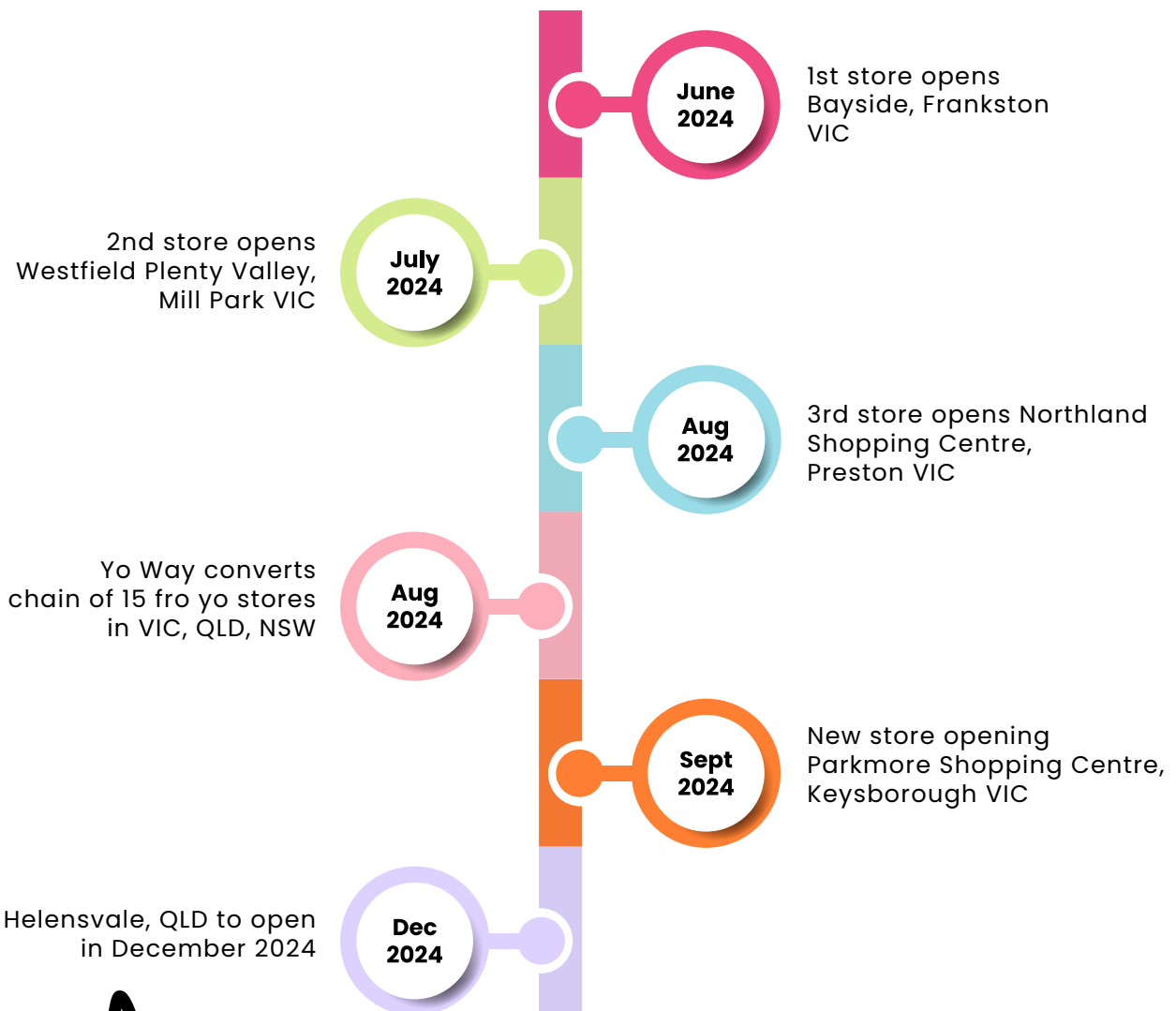
You're never on your own

When you join Yo Way, you join our fro yo fam! You'll never be alone with support or advice only a phone call away



Company highlights

Yo Way has experienced extraordinary growth and we are not slowing down. With new locations planned and expansion into new states you will be joining a growing brand in a highly popular category.



Am I ready?

When we found Yo Way we instantly loved the brand, the product and especially the support of being part of a franchise group. Joining Yo Way was an easy decision for us and we are so glad we did!

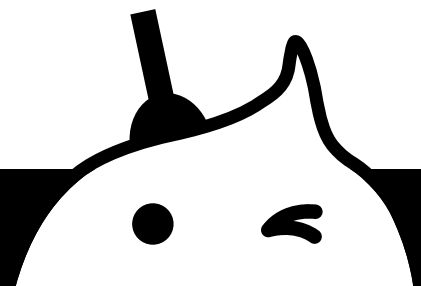
Nidhi and Nitin J, franchisees

Are you ready to be your own boss, build your business and create your future?

At Yo Way we provide full training and offer ongoing support from our team of experts, so you don't need to be an experienced business owner or a fro yo connoisseur to run your own Yo Way.

You just need to:

- Be customer focused
- Be passionate about the Yo Way brand, your business and your team
- Have the ability to adhere to a franchise system
- Be able to maintain food safety standards
- Be in a financial position to start and grow a business
- Have a vision for yourself and your business



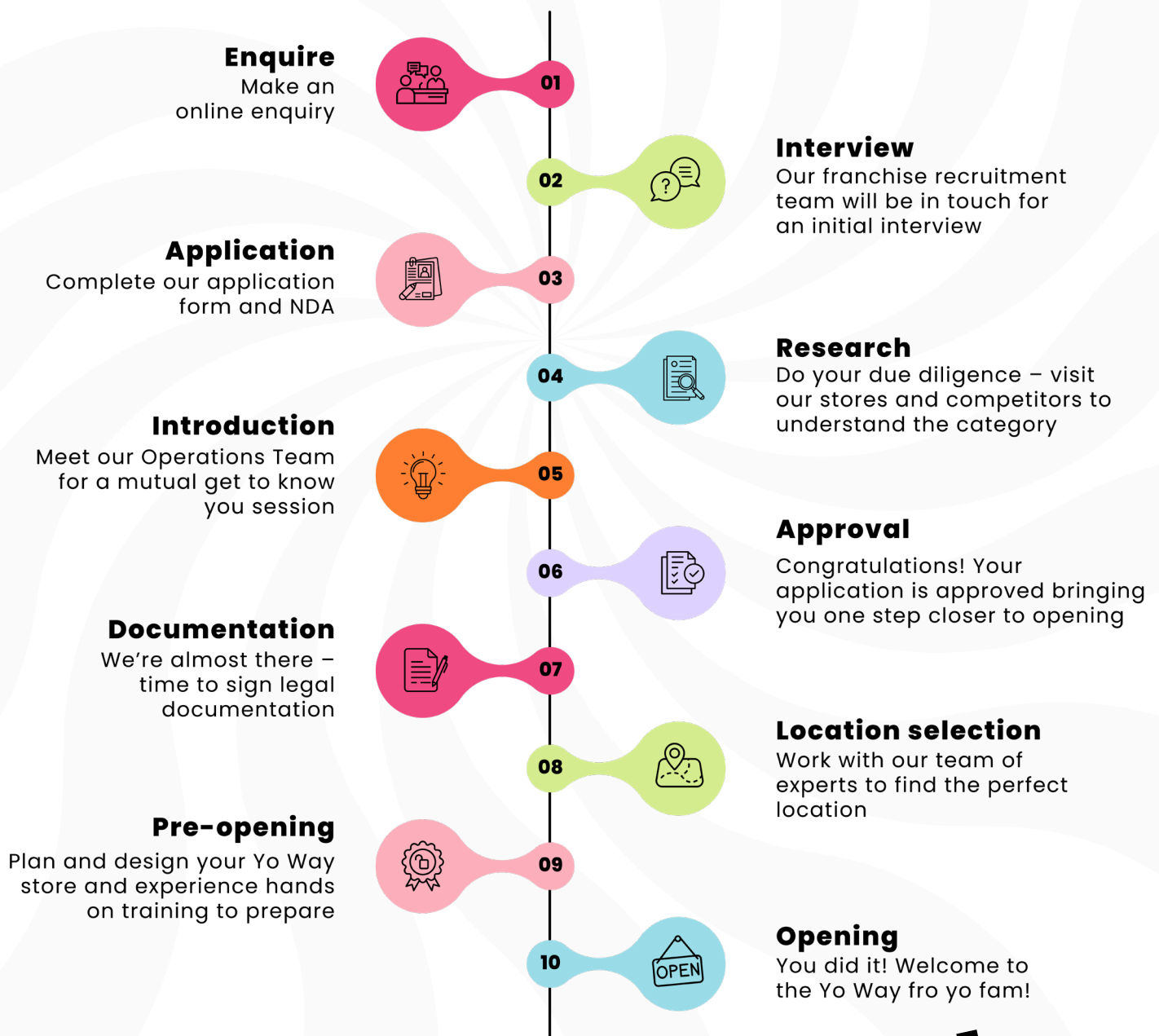


Yo Way is a financially sound franchise option with simple operations, meaning I can own and run several locations.

Josh Z, franchisee

The franchise process

10 steps to owning a Yo Way



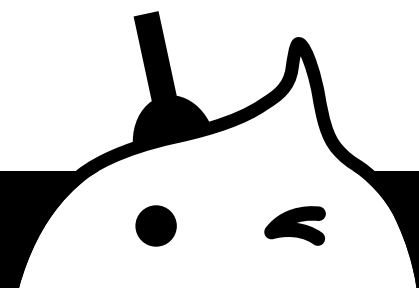
Our locations

Although we are growing rapidly we have opportunities for exclusive territories available

Our 20 current locations are situated in VIC, NSW and QLD as shown on the map below



Get in touch to find out if your preferred territory is available





Contact Info

For further information including financial data please contact:



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