

## PRESS RELEASE

### **YOLÉ ICE CREAM AND FROZEN YOGURT FRANCHISE, ARRIVES IN SPAIN WITH THE OPENING OF ITS FIRST STORE IN IBIZA**

- *As a result of the Master franchise agreement signed for the Balearic Islands, the brand opens its first store in Ibiza and inaugurates its national expansion.*
- *The international Yolé network produces and markets ice cream and frozen yogurt without added sugar in more than 30 stores and kiosks and is present in more than 600 supermarkets in Asia.*

#### **Málaga, April 2021.**

YOLÉ, the revolutionary foodtech franchise of ice cream without added sugar is in full growth and arrives in Spain with its first store in Ibiza and a national and international expansion plan for 2021 and 2022.

The international chain that already has a presence in the Iberian Peninsula, through Portugal, has opted for a new location in the centre of the city of Ibiza. This opening is key to advance and consolidate in the European market and it is only the beginning of its expansion plan that began in Asia and which is leading it to close international agreements in different markets. "The main thing is our flavour, in its different formats. As soon as our potential stakeholders try it, they are convinced of the brand's potential in their respective territories. We are very excited about the acceptance that Yolé is having in its first year of international landing", declares Marta Díaz, responsible for international expansion of the brand.

In the midst of the COVID19 crisis, the brand launched Yolé ice cream in a tub for sale in supermarkets in Singapore and Indonesia. In a matter of days, it emerged as one of the leaders in the supermarket ice cream market. In addition, it has a strong presence in countries such as Singapore, Cambodia, Taiwan, and Indonesia that already have Yolé units.

Currently, Yolé is the first brand in the world to offer the entire range of ice cream, in all its formats, preserving an intense flavour, very low in calories

and without adding a gram of sugar. Yolé ice creams have up to 60% fewer calories, fat and sugar than the most recognized brands of ice cream and frozen yogurt. Without losing flavour or texture, the brand has a great variety of flavours and a multitude of toppings. In addition, it has different sales formats adapting its product for delivery and take-away sales.



The Ibiza opening is the first of several in the Balearic Islands and will soon be followed by other regions. In addition, the brand has a central office in Spain to reinforce the entire growth of the brand in Europe, from where franchisees and master franchisees also receive training and continuous support.

"Spain is an important market for the company, both because of our Spanish origin and because of the quality of our "Made in Spain" products. We want to be part of the daily life of lovers of the Mediterranean diet, offering them a natural product with a very good taste, really



healthy, without adding sugar and low in calories", explained Inma Pérez, head of marketing for the brand.

**More Information:**

**[www.yoleicecream.com](http://www.yoleicecream.com)**

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