BBI's Cupcake, FroYo Brands Join Forces

February 15, 2011

Beautiful Brands International (BBI) announced the launch of its first cobranded store in Jenks, Oklahoma, on February 15. Smallcakes Cupcakery will be added to the Jenks FreshBerry's already successful lineup of frozen yogurt treats.

“This is a terrific milestone for BBI and our strategy as a company,” says David Rutkauskas, BBI founder, president, and CEO. “Cobranding is a great way to increase sales with the matching of two complementary concepts. We believe it's an excellent business model for long-term growth and a great testing ground for national expansion.”

The new cobranded FreshBerry/Smallcakes store is located at 807 East A Street in Jenks. Features of the store will include a shared counter and menu board for guests, as well as a small seating area. The launch is part of a franchise deal reached between BBI and Jeff and Brandy Martin, owners of Smallcakes, to franchise and market the brand on a global scale.

“These two concepts are so compatible, we really had minimal changes to make in the kitchen," Rutkauskas says. "Because we bake from small batches, the cupcakes are baked fresh all day long. That means the cupcake you buy that day was baked that day. Combine that with our one-of-a-kind, creamy and delectable FreshBerry frozen yogurt and you have a match made in heaven.”

Founded in Kansas City in 2008, Smallcakes’ “cupcakery” restaurant bakes 15 kinds of cupcakes each day, each freshly topped with swirls of velvety icing in traditional and modern flavors. Pricing at this location per cupcake is $2.89 or $28 a dozen.

FreshBerry’s menu features 100 percent all natural frozen yogurt selections with toppings ranging from strawberry, blueberry, raspberry, and other fruits to Fruity Pebbles cereal, granola, toasted almonds, coconut, and chocolate chips. FreshBerry also features a smoothie bar, yogurt by the half gallon, and FreshPops. Hours for the new cobranded FreshBerry/Smallcakes store in Jenks will be from 10 a.m. until 9 p.m. daily.

“There's a definite synergy that takes place when you pair two great brands that have complementary dayparts and are extremely compatible in their design and functional layout," Rutkauskas says. "We have the ability to effectively increase our appeal with consumers and offer the best of two tastes in essentially the same footprint. That's a definite winning combination for BBI and any investor looking for a franchise.”
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