



# Yolé

YOLÉ BRAND

0%  
SUGAR  
ADDED



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**YOLE OFFICIAL VIDEO**

**Click** to see brief video



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**YOLE STORE VIDEO – SPAIN**

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01

INTRODUCTION

WHAT IS YOLÉ?







**ZERO SUGAR** ADDED *plant based*



**ZERO SUGAR** ADDED *dairy milk*



**YOLE is now here.**

***Fearless. Restless. Inspiring***

**UNSTOPPABLE**

**TODAY**

We are here to embrace our talent.

**To bring happiness and pleasure around the world.**

**To create an ice cream with 0% added sugar, fewer calories and amazing taste.**

**Combining innovation and tradition,**  
to create new boundaries in the ice cream industry,  
redefining the whole game.

After a tremendous amount of hard work, investment, and R&D,  
we are now way ahead of all industry techniques,

**creating the best ice cream in the world**



# naturally

## THE BEST ICE CREAM IN THE WORLD



**Yolé** 0%  
SUGAR  
ADDED  
GOODBYE SUGAR. HELLO TASTE



A new way to understand the world of ice cream and frozen yogurt.



1st Brand in the world offering soft ice cream and ice cream tubs for all distribution channels.



Yolé franchises for kiosks, shops and foodtrucks.



Healthy ice cream: no added sugar, without compromising on taste.



Different bases made from dairy and plant-based ingredients to develop innovative products.



Made with natural products in Spain.



Fewer calories.



Sustainable packaging and kiosks meeting all environmental guidelines.



Multinational brand present in several countries around the world: Asia, America, Europe, and the Middle East with continued plans for expansion.





# THE YOLÉ REVOLUTION



## Taste

### FULL TASTE NO COMPROMISE

- TASTE is our obsession.
- Top ranked in blind tests with leading brands in the market.
- Combining the taste of traditional ice cream with new sensations that will be remembered as a unique and incredible experience.



## Health & Sustainability

### WE CARE ABOUT YOU WE CARE ABOUT THE PLANET

- 0% sugar added in all our core products.
- Natural ingredient and low-calorie products (from 65 cal per 100ml).
- Reaching all customer demands: dairy free, lactose free, gluten-free...
- Working closely with new protocols and sustainable materials.



## Innovation

### YOLÉ R&D AT THE TOP OF THE FOODTECH INDUSTRY

- There is nothing more important to us than surprising our customers.
- New products, new technology, new business channels, new future.
- 0% sugar added Vegan Ice Cream is our latest incredible milestone.
- The ice cream is made with natural ingredients that are high in nutritional value and combined with top quality toppings. This makes them the most disruptive healthy product on the market.
- Multinational team of ice cream experts and nutritionists based in Spain, Italy, Germany and France.



# BRAND COMPARISON

THE WORLD'S FIRST FRANCHISE WITH ALL FORMATS



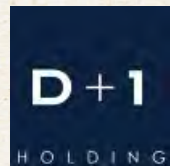
PRODUCTS, FORMATS  
& NUTRITIONAL VALUES

										
PLANT BASED	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗
ZERO SUGAR ADDED	✓	✗	✗	✗	✗	✗	✓	✗	✗	✗
LOW CALORIES	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗
LOW CARBS	✓	✓	✓	✓	✗	✗	✓	✓	✓	✗
DIFFERENT FLAVORS	✓	✓	✓	✗	✓	✓	✓	✓	✓	✓
SOFT ICE CREAM	✓	✗	✓	✗	✗	✗	✗	✓	✗	✗
FROZEN YOGURT	✓	✓	✓	✓	✗	✗	✓	✓	✗	✗
SMOOTHIES	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
COFFEE	✓	✗	✓	✗	✓	✗	✓	✓	✓	✗
FRAPPE	✓	✗	✓	✓	✓	✓	✓	✗	✗	✗
CONES	✓	✗	✓	✗	✓	✓	✗	✗	✓	✓
STORES	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
KIOSKS	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
FOODTRUCKS	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
SHOP IN SHOP	✓	✓	✗	✗	✗	✗	✓	✓	✓	✗
SUPERMARKETS	✓	✗	✓	✗	✓	✓	✗	✗	✓	✗
PRICES	Medium	Medium	Medium	Medium	High	High	High	High	High	Low



# A GROWING COMPANY

- In 2019, after two years of research, we finally managed to **create our ice cream without added sugar while preserving 100% of the Yolé flavour**. Both for traditional ice cream and frozen yogurt.
- In 2020, We launched **Yolé ice cream tubs for supermarkets**, in the midst of the COVID19 crisis. In a matter of days, we positioned ourselves as one of the leaders in the supermarket ice cream market
- During 2021, the brand **starts its expansion across the world**, opening stores in United kingdom, Spain and Malaysia
- In 2022, Yolé continues to expand and has consolidated as an international brand
- In 3 years the brand is present in more than 15 countries.



Yolé belongs to D+1 Holding, a well known F&B company in Asia recognised to bring Spanish values to Asian market through its brands.



## CURRENT YOLE MASTERFRANCHISES SIGNED



Yolé HQ is located in Singapore, where it is running the expansion to America (USA branch) and Europe (Spain branch).



# OUR HISTORY...

2014-2017

- During the years 2014 to 2017, the Diaz brothers acquired the rights to a frozen yogurt brand and expanded it throughout Asia. Opening more than **100 units in 3 years** and 10 Asian countries.
- Wanting to create an ice cream that didn't have as many calories or added sugar, they began to brainstorm ways of innovating their own formula.
- **In 2017**, the brothers brought together a **multinational team of chefs, artisan ice cream makers, nutritionists and chemists**, and they proposed a potential innovation: to create the best flavored ice cream in the world, while also being the healthiest.



2018

- **Yolé was born in 2018**, with its first store and ice cream in tub format for supermarkets.
- The product still contained sugar, but they drastically decreased the number of calories it previously had.
- **The first Yolé in Singapore was a huge success.**



2019

- **In 2019**, after two years of **research**, Yolé finally created the first ice cream and frozen yogurt with **0% added sugar while preserving 100% of the Yolé flavor.**
- **Yolé launches a portfolio of low in calories and 0% added sugar products for Singapore supermarkets.**
- Yolé continued its **intense work in R&D** to create better products.



2020

- In 2020, in midst of the COVID-19 pandemic, **Yolé** launched ice-cream with 0% added sugar in tub format for supermarkets. In a matter of days, Yolé was positioned as one of the **leaders in this market** within Singapore.
- The COVID-19 crisis delayed the start of Yolé's international expansion plan. Postponing its start until the end of the following year.



2021

- **From mid 2021, after the COVID-19 crisis subsided, Yolé started to expand and consolidate itself as an international brand.**
- At the end of 2021, it opened its first store in **London**, starting its presence in Europe.
- Yolé will continue to invest in R&D to develop new healthy products with incredible taste. This will include **plant-based formulas that are revolutionary for the ice cream market.**



2022

- Yolé continues perfecting its products and formulas. Improving the look and feel of stores.
- At the end of 2022, it will launch a new concept to the market: **Yolé Café.**



*Yolé will not stop innovating and will continue to invent the future of ice cream.*



02

YOLÉ  
**PRODUCTS FOR THE  
STORES AND KIOSKS**





Ice cream is a treat around the world

*it's happiness. it's pleasure.*

### But is it 100% healthy?

People are becoming more and more conscious about their lifestyle, they are constantly looking for new ways to consume desserts, finding new ways to care for their health and the planet.

However, they **must sacrifice health for taste.**

**Why?** Because no brand has given them the chance not to.

**Yolé** wants to change that.

## NUTRITIONAL VALUES PRODUCTS IN THE STORES

by 100ml of frozen yogurt

65 Cal

The lowest calorie frozen yogurt on the market

1.4 g  
fat

12.5 g  
Carbohydrates

4g

Protein source



Halal



Gluten Free



0% added sugar



Low calorie



# FRESH ICE CREAMS AND FROZEN YOGURT FOR STORES AND KIOSKS

# MOST IMPORTANTLY: THE YOLÉ FLAVOR

Yolé is a brand based on the excellence of flavor in any of its available formats. Customers associate the brand with its flavor, whether in a kiosk, a Yolé store or a supermarket through their tubs.

CUPS	TWIST	CONES	YOLÉBOX	IBIZA	BUBBLE WAFFLE	WAFFLE BOWL	SHAKE	FRAPPÉ
Our signature product	Enjoy the best combination with your twist	Yolé base served in a freshly made crispy cone	Available for takeaway to enjoy at home with toppings	Maximum satisfaction in every bite	Enjoy the Yolé experience in a waffle without added sugar	The choice between a cone and a bowl made easy	For your drinking pleasure	A perfect blend of coffee and 0% sugar added ice cream
								





**ZERO DAIRY  
ZERO SUGAR** ADDED

made with

*oat milk*







# PLANT BASED ICE CREAM

0%  
SUGAR  
ADDED

## NEW ADDITION

Our plant-based oat milk ice cream is made using simple recipes and top quality ingredients. This allows us to elaborate a plant-based ice cream with few ingredients that's unique on the market.

### Available in:

Mango  
Chocolate  
Chocolate Hazelnut

### Flavors coming soon:

Peanut Butter  
Passion Fruit





- We have two options of dairy milk products, which are our ice cream and frozen yogurt bases.
- These products are made with natural ingredients coming from animal origin.
- **Frozen yogurt:** a low-calorie, healthy and natural product made with cows milk, fresh yogurt and our powder mix.
- **Ice cream:** our plain ice cream is made with cow skimmed milk, cream and our powder mix.
- Our milk suppliers use short transport times to be environmentally conscious and increase safety in the supply chain to improve the milks quality.



- Our plant-based oat milk ice cream is made using simple recipes and top quality ingredients. This allows us to elaborate a plant-based ice cream with few ingredients that's unique on the market.
- The production of oat milk emits less than half or a third of the CO2 emissions generated by the production of cow's milk.
- We use natural fruits to make the 100% fruit purée that gets added to the oat milk, in order to elaborate our plant-based ice cream.
- That's why our ice cream has such a real and incredible taste.



MANGO



STRAWBERRY



PASSION FRUIT



PEANUT BUTTER



ROCHER



CHOCOLATE





## YOLÉ UNITS FEATURES



Different types of units for different budgets: corner, mini, kiosk or shop.



Sustainable packaging and kiosks meeting all environmental guidelines.



Boasting an avant-garde design based on minimalist look, our unit is the perfect space to enjoy a delicious ice cream



Can be relocated easily and fast.



Customizable for every need, available space and predicted foot traffic.



Key on hand, all included.

## ENVIRONMENTALLY FRIENDLY

We are an environmentally conscious brand, and we believe that sustainability is key to success. Hence, our units are built by Sonae Arauco (PEFC certified), which has a clear mission: low waste, low impact and environmentally friendly procedures.

The bamboo products used at Yolé offer clear sustainable advantages that make them CO2 neutral in their entire life cycle.



# THE YOLÉ PORTFOLIO CONCEPTS: 1 BRAND IN 5 STORE FORMATS

1

## YOLÉ CORNER



Small bars or contra bar Yolé.

From 2m2 to 6m2.

Concept to integrate within other businesses.  
Example: at gas stations, restaurants.

MENU: CUPS, CONES Y TAKEAWAY

2

## YOLÉ MINI / FOODTRUCK



This indoor/outdoor kiosk in a single and compact piece

From 7m2 to 14m2.

Concept for shopping centers, parks, for a wide visibility area. Easy to transport and install. Different models depending if it is a "replica", a trailer or a real vehicle.

MENU KIOSK: full menu YOLE ice cream.  
MENU FOODTRUCK: CUPS, CONES, BUBBLE WAFLES Y TAKEAWAY.

3

## YOLÉ KIOSK



Units designed ad hoc for spaces of different dimensions inside shopping centers.

From 8m2 to 30m2  
Availability to put sitting area around.

Concept for shopping centers, for a wide visibility area.

MENU: from basic menu to complete menu Yolé ice-cream depending on the dimensions.

4

## YOLÉ SHOP



Adhoc designed units for shopping centers or for streets. They can be different types of stores, with or without a sitting area. Normal store or flagship store.

From 25m2 to 60m2  
Availability to put sitting area.

Concept for shopping centers or streets, for a wide visibility area.

MENU: full menu YOLE ice cream..

5

## YOLÉ CAFÉ



Adhoc designed units for shopping centers or for streets.

From 100m2 and sitting area.

Concept for shopping centers or streets, for a wide visibility area.

MENU: full menu YOLE ice cream + Menu Café..



# YOLÉ KIOSKS

## A WIDE RANGE OF MODELS WITH DIFFERENT SIZES

ELEGANT FROM ALL PERSPECTIVES

### MODELS WITH DIFFERENT SIZES ELEGANT FROM ALL PERSPECTIVES

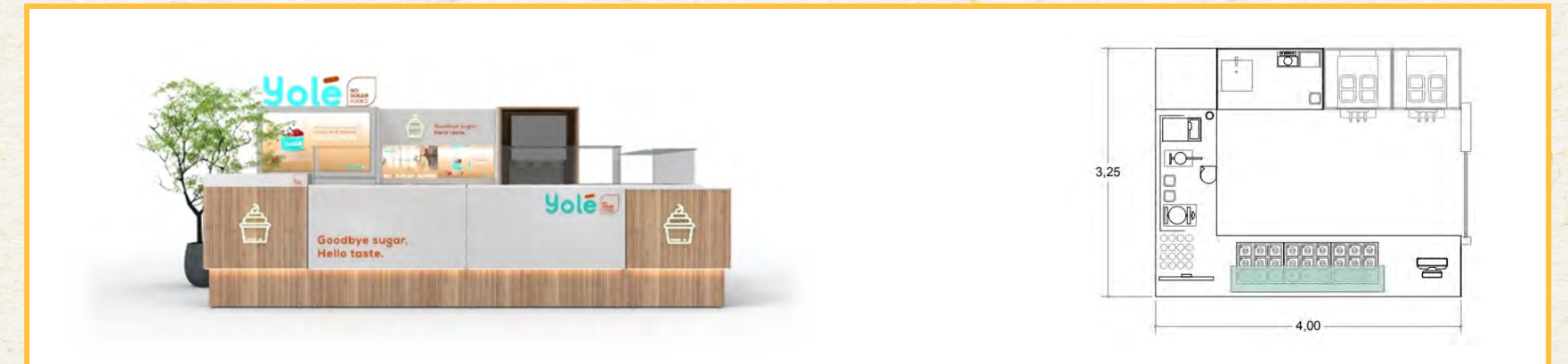
- Minimalist look.
- Requires low investment cost and increases profitability and speed of cost recovery.
- Customizable to every need, available space and predicted food traffic.
- Environmentally sustainable.
- The modular ad hoc design adapts the Yolé point of sale according to the available space and circumstances.
- We develop adaptable kiosk models that meet the requirements of the most demanding malls, due to the quality of their materials and their exquisite design.



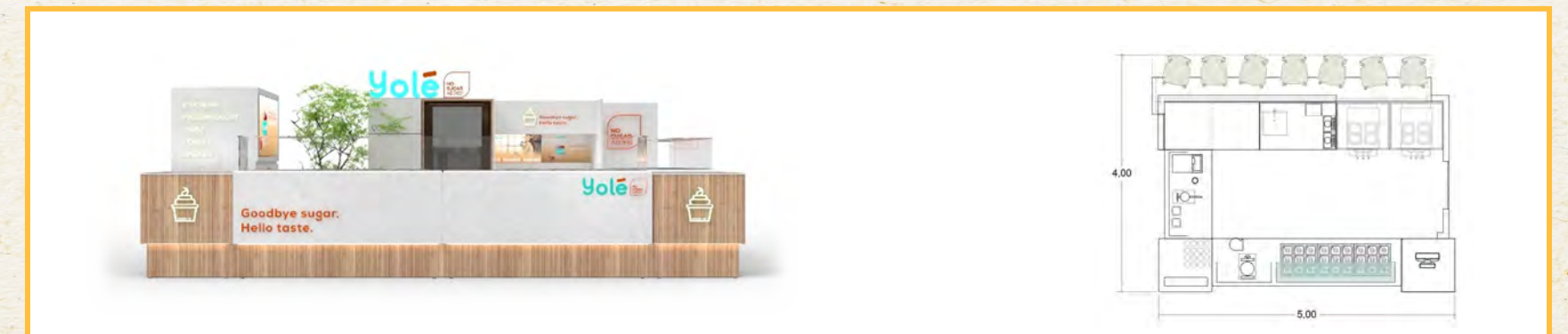
KIOSKS  
MODEL A



KIOSKS  
MODEL B



KIOSKS  
MODEL C





# THE YOLÉ SHOP



**Minimum area: 25 m2,  
kitchen and warehouse**



**All stores are designed exclusively for each  
franchisee, adapting to the characteristics  
of the premises.**



**We provide the design and a local  
contractor can build the store.**

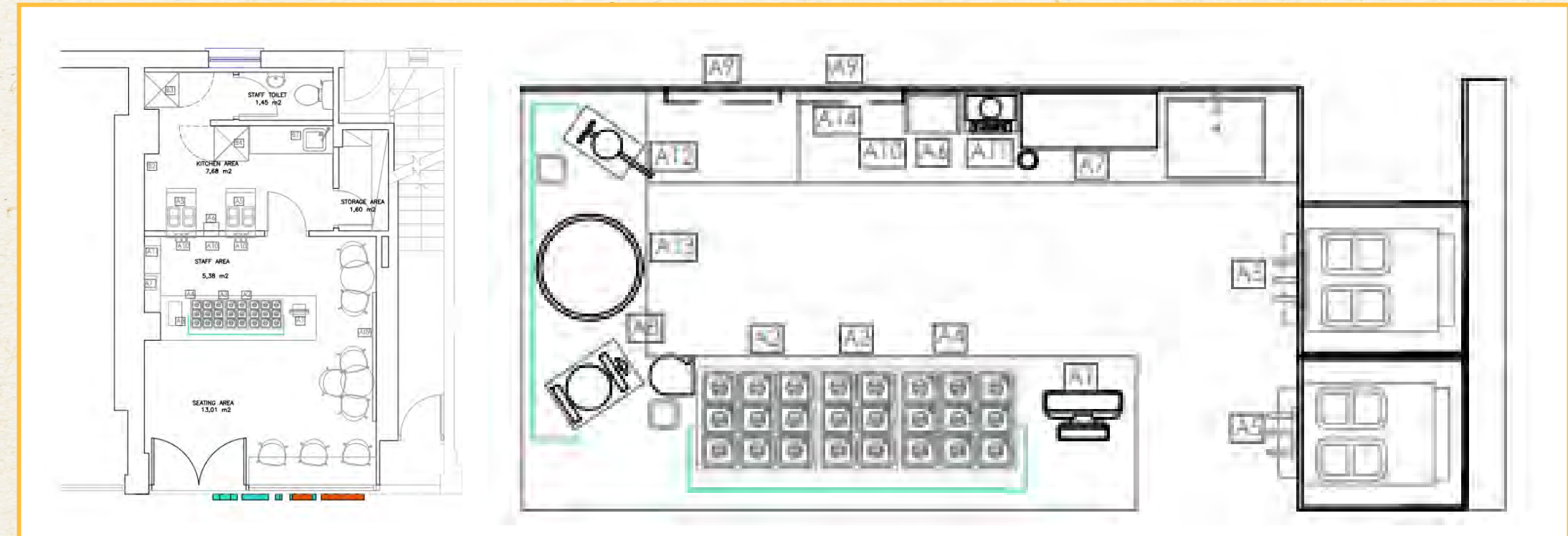


**Premises without the  
need for a smoke outlet.**

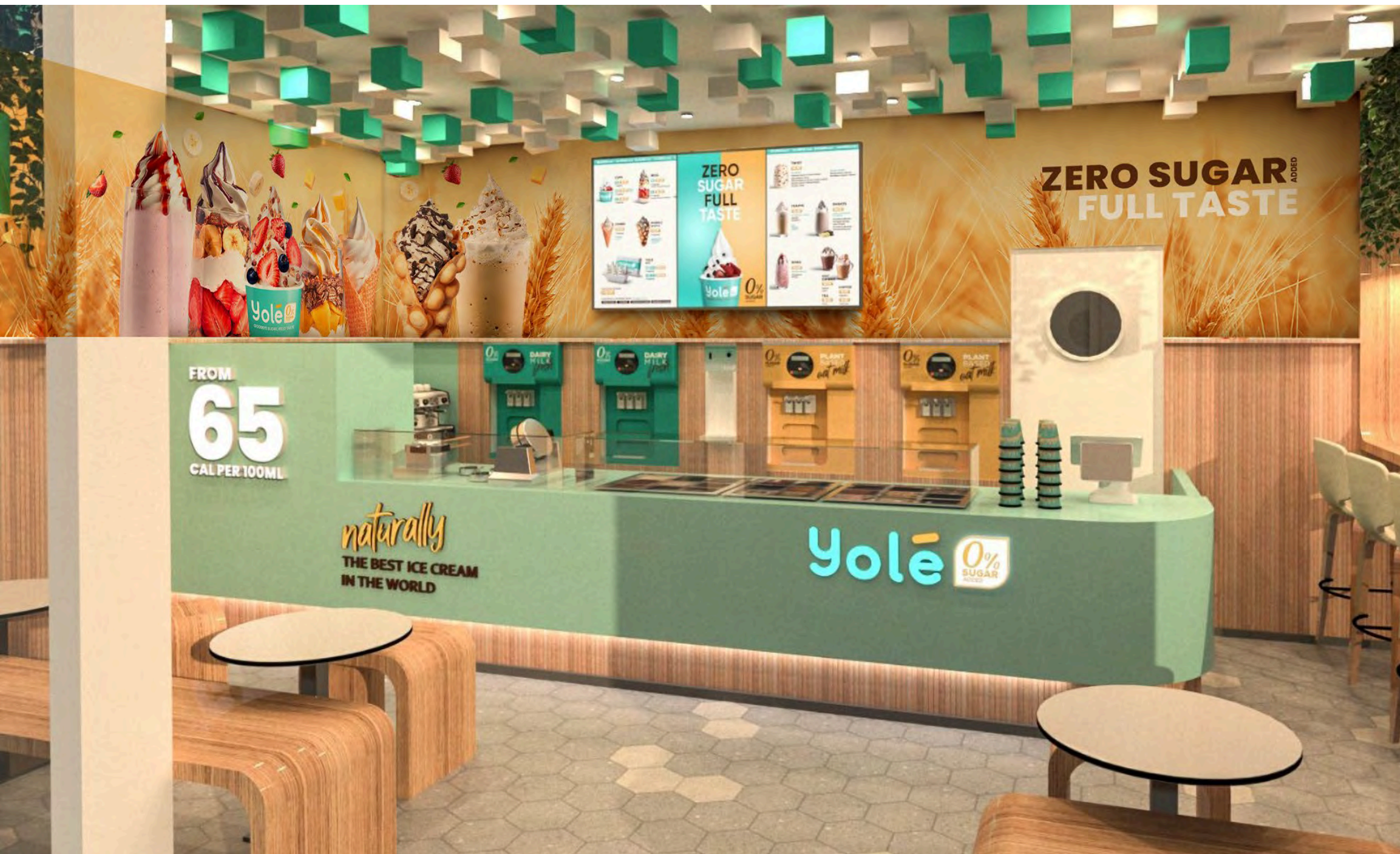
# SOPHISTICATED FROM ANY PERSPECTIVE

## AD HOC

- Every site is placed in a different environment and therefore is a unique unit.
- We develop ad hoc projects for every store considering the needs of the different spaces.
- These models will have an ad hoc budget.
- The cost for these units may vary considerably depending on the work that must be done and the size of the site.



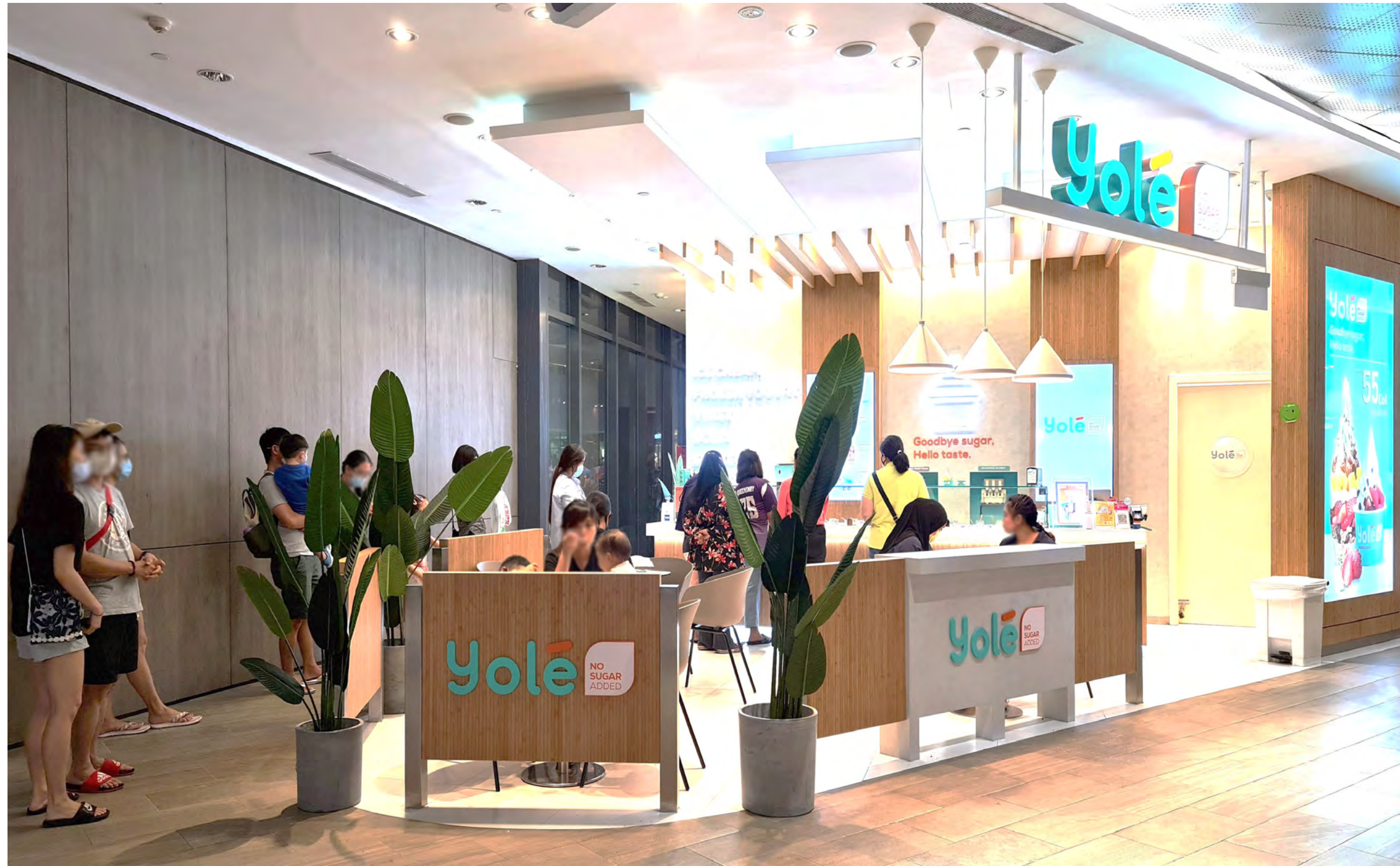


















03

FMCG

## SUPERMARKET CHANNEL

FULL OF TASTE

0% SUGAR ADDED

LOW CALORIE

HEALTHIER OPTION





# YOLÉ TUBS FOR SUPERMARKETS AND CONVENIENCE STORES

- Distinctive and unique taste made available worldwide.
- Retail-packed Yolé ice cream suitable for supermarkets, convenience stores and HORECA.
- Ready for grab-and-go or takeaway for home consumption.
- Promoting a healthy lifestyle, we constantly innovate solutions for the ever-changing consumer demands.



**Frozen Yogurt**  
(only dairy option)



**Plant-Based**  
(vegan)

CHOCOLATE



**Plant-Based**  
(vegan)

STRAWBERRY



**Plant-Based**  
(vegan)

MANGO



**Plant-Based**  
(vegan)

HAZELNUT  
("Ferrero Rocher")



**Plant-Based**  
(vegan)

PEANUT BUTTER



# ICE CREAMS FOR SUPERMARKETS & CONVENIENCE STORES

YOLÉ is already available in the main  
**SUPERMARKETS AND CONVENIENCE STORES**  
around Singapore

0%  
SUGAR  
ADDED



- Distinctive and unique taste made available worldwide.
- Retail-packed Yolé ice cream suitable for supermarkets, convenient stores and HORECA.
- Ready for grab-and-go or takeaway for home consumption.
- Promoting a healthy lifestyle, we constantly innovate solutions for ever-changing consumer demands.

amazon.sg



FairPriceXtra



FamilyMart

SHENG SIONG  
...all for you!

Cold Storage  
The fresh food people

美廉社  
Simple Mart

FairPricefinest





# ICE CREAMS AND FROZEN YOGURT FOR SUPERMARKETS & CONVENIENCE STORES



## TUBS

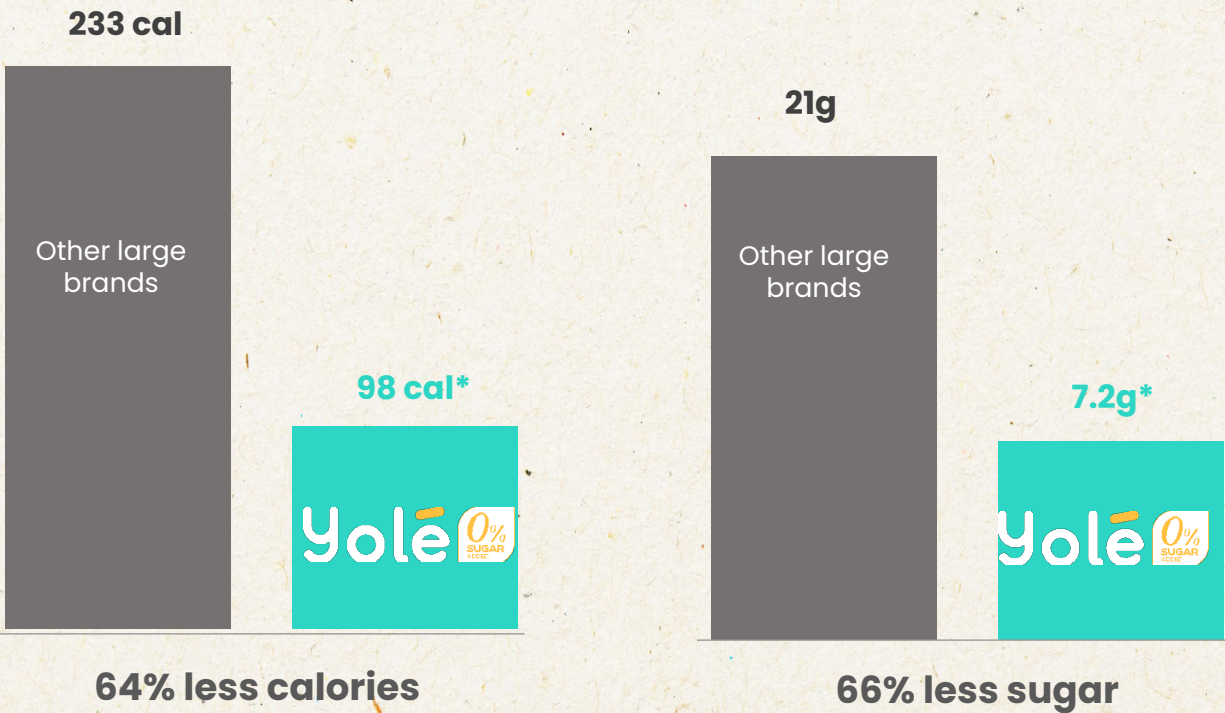
YOUR FAVOURITE  
YOLÉ NOW AVAILABLE  
IN TUBS



## BARs

ZERO SUGAR ADDED BARs

# WHY IS YOLÉ THE HEALTHIEST CHOICE?



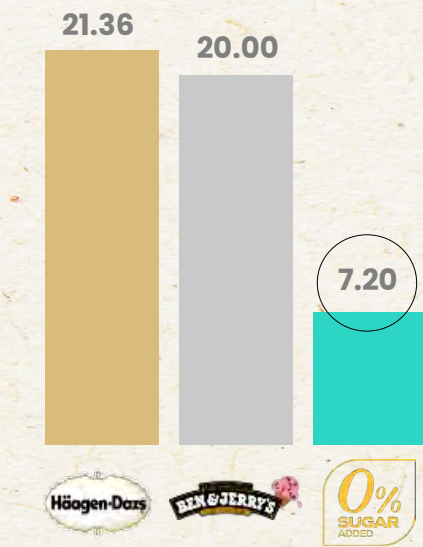
- Yolé has less calories, fats and sugar content than any other brand on the ice cream market.
- We never add sugar. Organic raw materials that combine sweet flavors are balanced with a powerful and intense taste. We never compromise on the taste for calories.


\*100gr of strawberry ice cream



# THE HEALTHIEST & FULL OF TASTE ICE CREAM

 FROM SPAIN, THE HEALTHIEST COUNTRY IN THE WORLD\*



 grams of sugar (per 100g) in strawberry ice cream per brand



## Why is Yolé the healthiest choice for you?

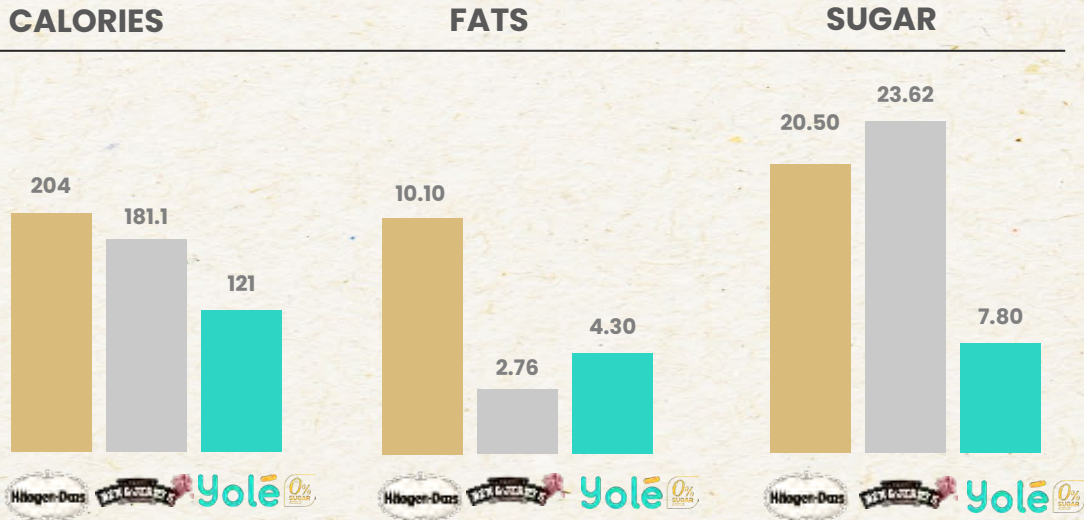
Because our ice cream has no added sugar. 100% natural sugar from cow's milk. All ingredients come from Spain\*.

\*According to Bloomberg 2019 Healthiest Country Index, Spain is the healthiest country worldwide



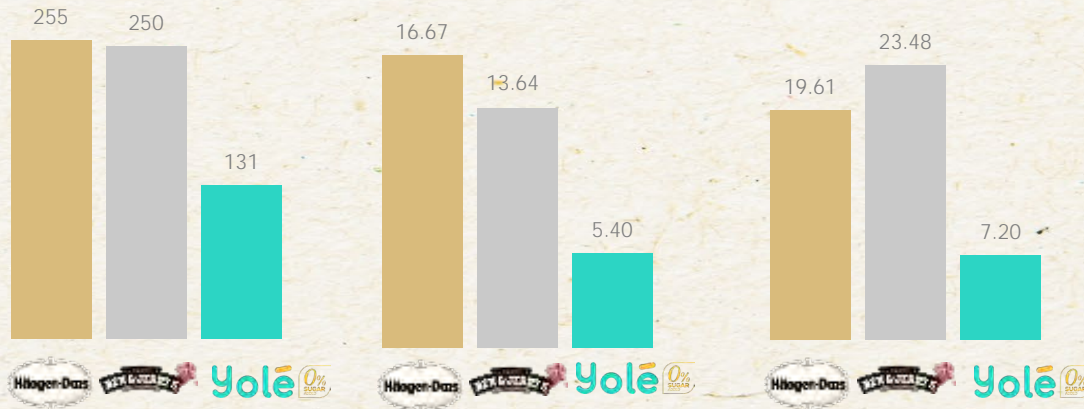
## 100g of ice cream FROZEN YOGURT

Compared to Häagen-Dazs Frozen Yogurt and Ben & Jerry's Half-Baked Froyo



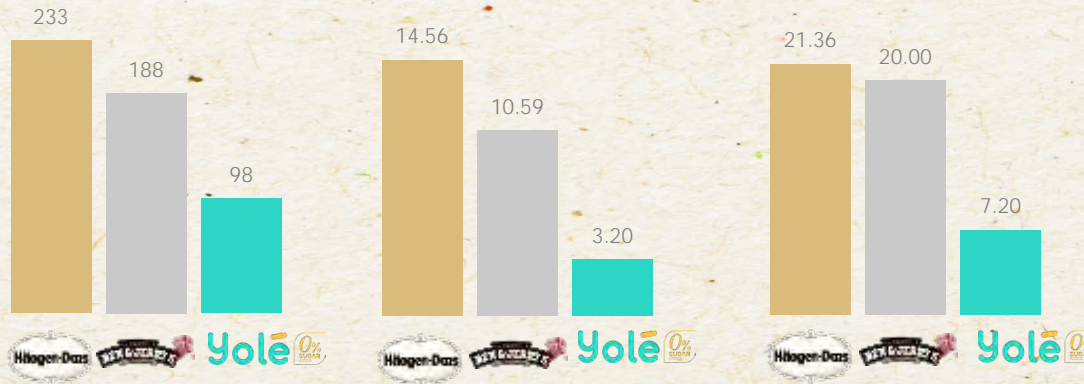
## 100g of ice cream CHOCOLATE

Compared to Häagen-Dazs Chocolate and Ben & Jerry's Chocolate Therapy



## 100g of ice cream STRAWBERRY

Compared to Häagen-Dazs Strawberry and Ben & Jerry's Strawberry





04

WHY US?

## MORE ABOUT YOLÉ





## INVESTING IN R&D + SPANISH ORIGIN

### HOW DID WE ACHIEVE BOTH A HEALTHY AND TASTY ICE CREAM?

#### ➤ INVESTING IN R&D + SPANISH ORIGIN

We continuously invest in R&D with a group of ice cream experts, chemists and chefs.

We produce the best quality products by reducing the amount of calories, not adding sugar or fat, while never compromising on taste.



**TOP QUALITY RAW INGREDIENTS  
FROM THE HEALTHIEST COUNTRY IN THE WORLD, SPAIN.**

According to Bloomberg 2019 Healthiest Country Index, Spain is the healthiest country worldwide.



#### MADE IN SPAIN WITH RECIPES FROM ITALY

100% European-made. Capitalizing on premium dairy products and raw ingredients from Spain.



#### PREMIUM QUALITY AND TASTE

Yolé's distinctive taste. Uncompromising taste regardless of the no sugar added factor. Different formats from products in shops, kiosks, or tubs and popsicles in supermarkets. Suitable for grab-and-go or takeaway for home consumption.



#### HEALTHIER CHOICE

Lower in sugar and a source of dietary fibre. Yolé is competitive with other major premium brands. We take pride in constantly developing revolutionary products to achieve the best nutritional levels for consumers' needs.



#### WORLD-CLASS MANUFACTURER

International Featured Standard (IFS) Food is a Global Food Safety Initiative (GFSI) recognised standard for certifying the safety and quality of food products and production processes while British Retail Consortium (BRC) is one of the most internationally broadcasted models for distributorship.



#### FLUID AND DYNAMIC

We have launched our well-known natural flavour and are creating more exciting flavours in various packagings and sizes. We are continuously developing our range of Yolé products to cater for markets worldwide.



#### RESEARCH & DEVELOPMENT

R&D laboratories in Spain and Italy support Yolé with the innovation and research required to keep launching products for retail.



#### PACKAGING SPECIFICATIONS

Using a Quick Reference (QR) Code, consumers are able to find out more about the brand and products.



# YOLÉ HEADQUARTERS

Yolé provides services to its franchises from three different locations:

- Singapore Headquarters: the central franchisee headquarters of the Yolé company already provides support to franchisees in different countries.
- Branches in Spain and USA: the Yolé branches located in Malaga (Spain) and Miami (USA) are the offices to support operations in Europe and America.



## CONTINUOUS SUPPORT

- Face-to-face training given by Yolé through the Yolé offices.
- Online training through the Yolé platform, with interactive videos and tests so that your new employees are up to date.
- Quarterly newsletter with the latest news from Yolé.



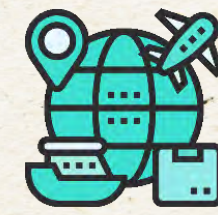
## AUDIT

- All Yolé units have to follow certain standards to maintain consistency.
- We will assist you with the audit of your units to keep them perfect so customers want to come back and enjoy the Yolé experience over and over again.



## TECHNICAL SERVICE

- Should you encounter any issues, you will have the best professionals to assist you in the shortest time.



## LOGISTICS

- Place your orders through our headquarters and deliveries will be made directly to your store.



# MARKETING SERVICES

Yolé Headquarters provides the following services to all franchisees



## MARKETING SUPPORT

We have a marketing team to support and help grow the brand in all locations. From the central office, support and monitoring will be given to all brand activations in each country to ensure that the brand is consistent in all markets. Helping increase brand awareness, sales and traffic to the store. With our extensive campaign and brand experience, we can advise you on local campaigns / marketing plans to promote your stores.



## MARKETING MANUALS

To help the brand in each country we have developed brand and communication manuals to understand who we are, what we do and why we do it. These manuals are a valuable tool that will help you bring in the new era of ice cream and frozen yogurt.



## STORE DESIGN

Our marketing department together with the designers and architects develop the design of the kiosks and stores. If the store needs a hoarding or vinyl we also design it.



## YOLÉ PLATFORMS

Everything we do for the global brand is available to all franchisees. We developed an online platform to provide the master franchise with all the necessary content for the correct development of the brand to create promotions and collaterals.

Available editable content on the Yolé platform:

- Brand Manuals
- Videos and photos (products, consumers, stores)
- Social media content (post, stories, reels...)
- Collaterals
- Background



## WEB

Your store will appear at [www.yole.com](http://www.yole.com). We dedicate a page to each country, in which the customers can find information, store locations, photos and videos.



## LED SCREEN

LED screens play an important role in enhancing the look and feel of Yolé stores and uplifts customer experiences to the next level. We design the LED screen content and create adaptation for each store. We upload the content to an online platform.



## MENU BOARDS

Digital screens are the best way to show Yolé menu and communicate our values, feature products, brand messages and promote campaigns. We design the menu board and upload the content through an online platform. We could update any changes such as price and product updates within 3 days.



## COMMUNICATIONS AND PROMOTIONS

We have defined promotions for customers that can be applied directly such as get 1 for 1, 10% discount, loyalty card ... In addition to other activations that will be communicated and activated.

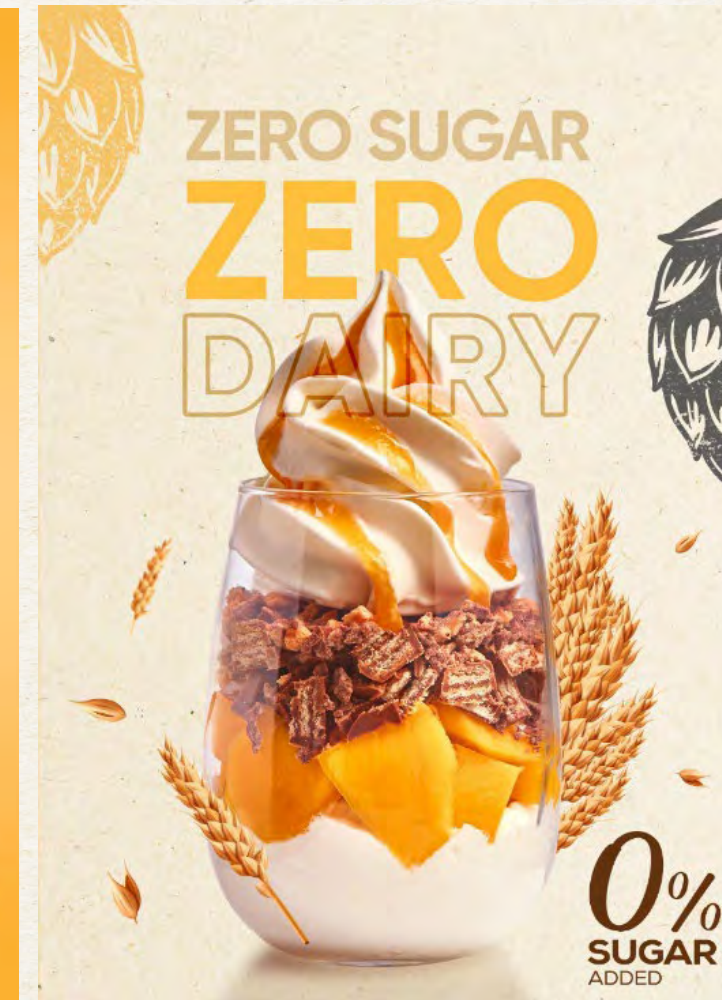


## SOCIAL MEDIA

All the support you need to set up social media profiles such as Instagram, Facebook, tik tok, Youtube ... In addition to having content ready to upload to any of the social platforms.



# COLLATERALS & PROMOTIONS





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Singapore 238874**

**yolé** **0%  
SUGAR  
ADDED**

**D+1  
HOLDING**

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