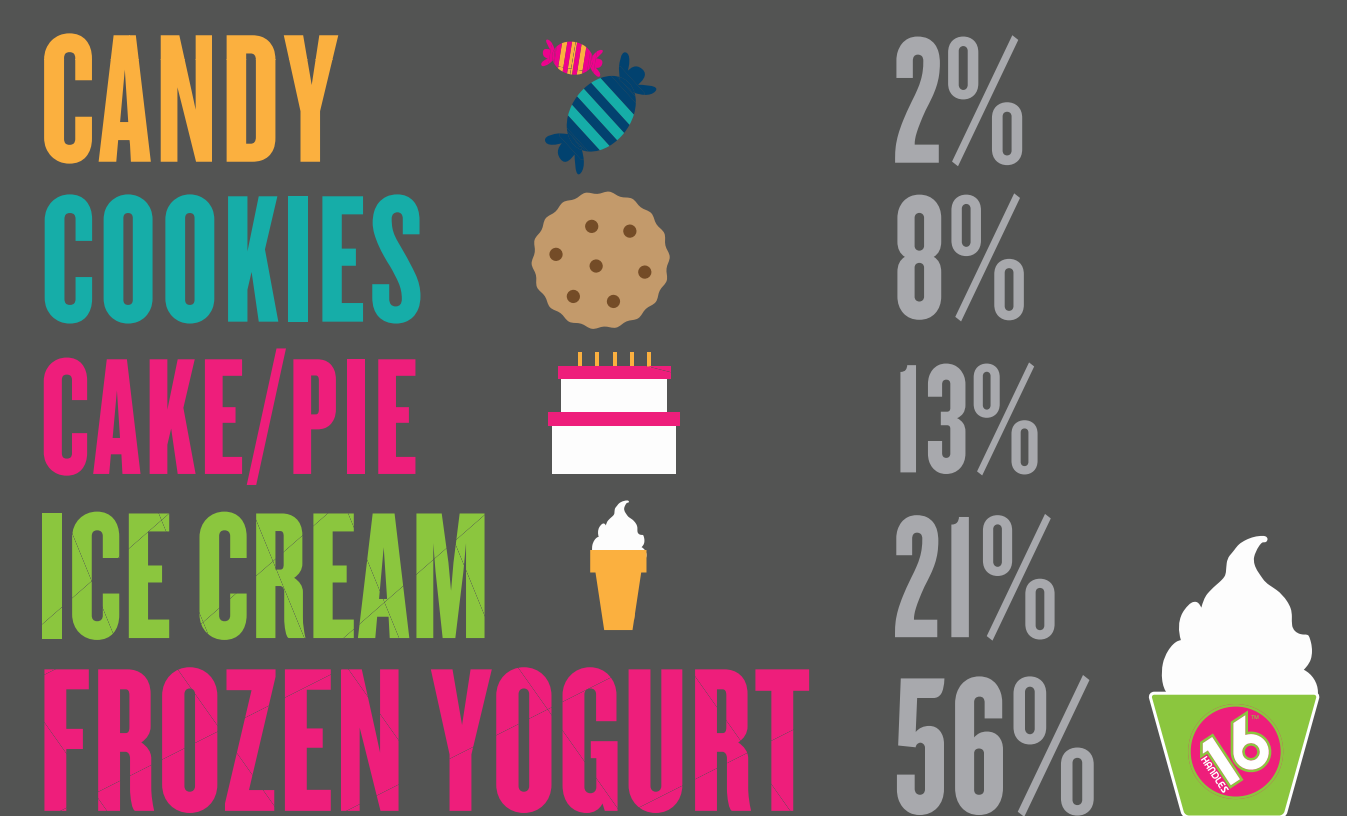


2013 STATE OF FROZEN YOGURT: WHAT'S COOL IS HOT!

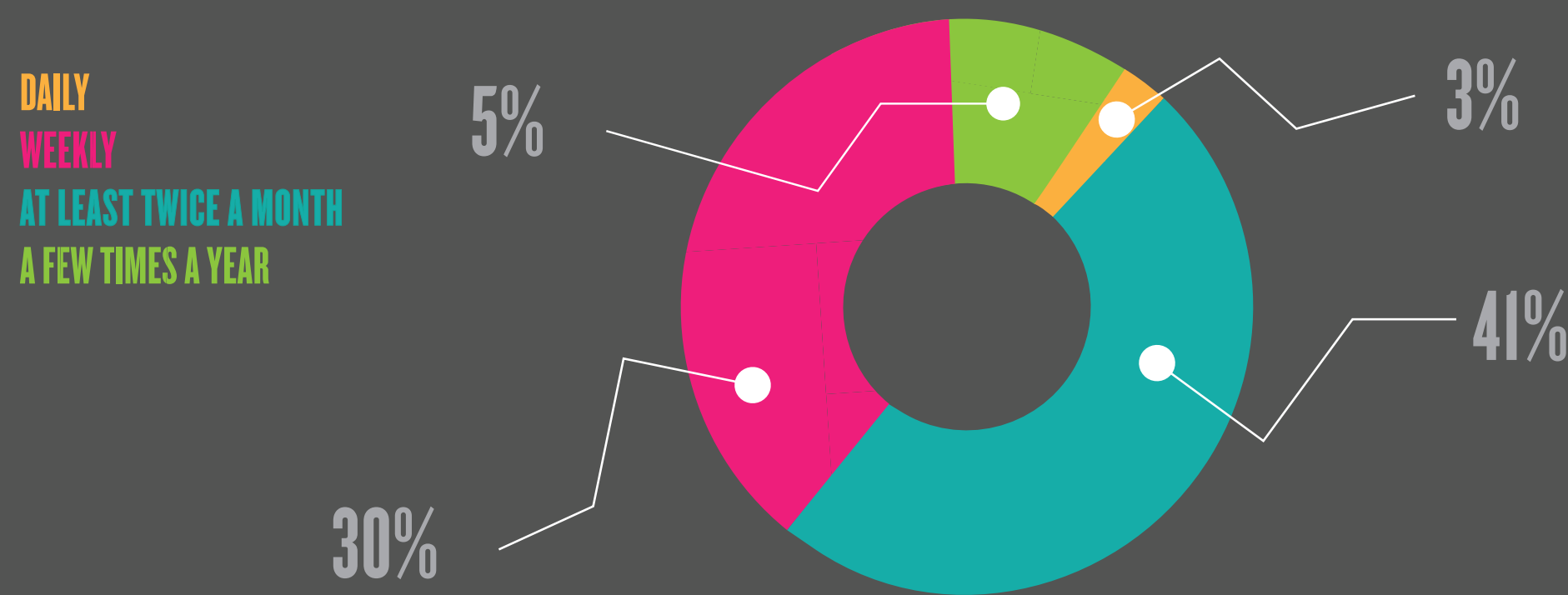
Did you know that June is National Frozen Yogurt Month? In celebration 16 Handles, a leader in the self-service frozen yogurt industry, surveyed consumers across the country to find out what's hot about one of America's coolest snacks and desserts - Fro-Yo! For more information on @16Handles, visit www.16handles.com.

#FlauntYourFlavor

WHAT IS YOUR TOP CHOICE FOR DESSERT?



HOW OFTEN DO YOU EAT FROZEN YOGURT?



HOW MANY POUNDS OF FRO-YO DO YOU THINK YOU COULD EAT IN ONE SITTING?



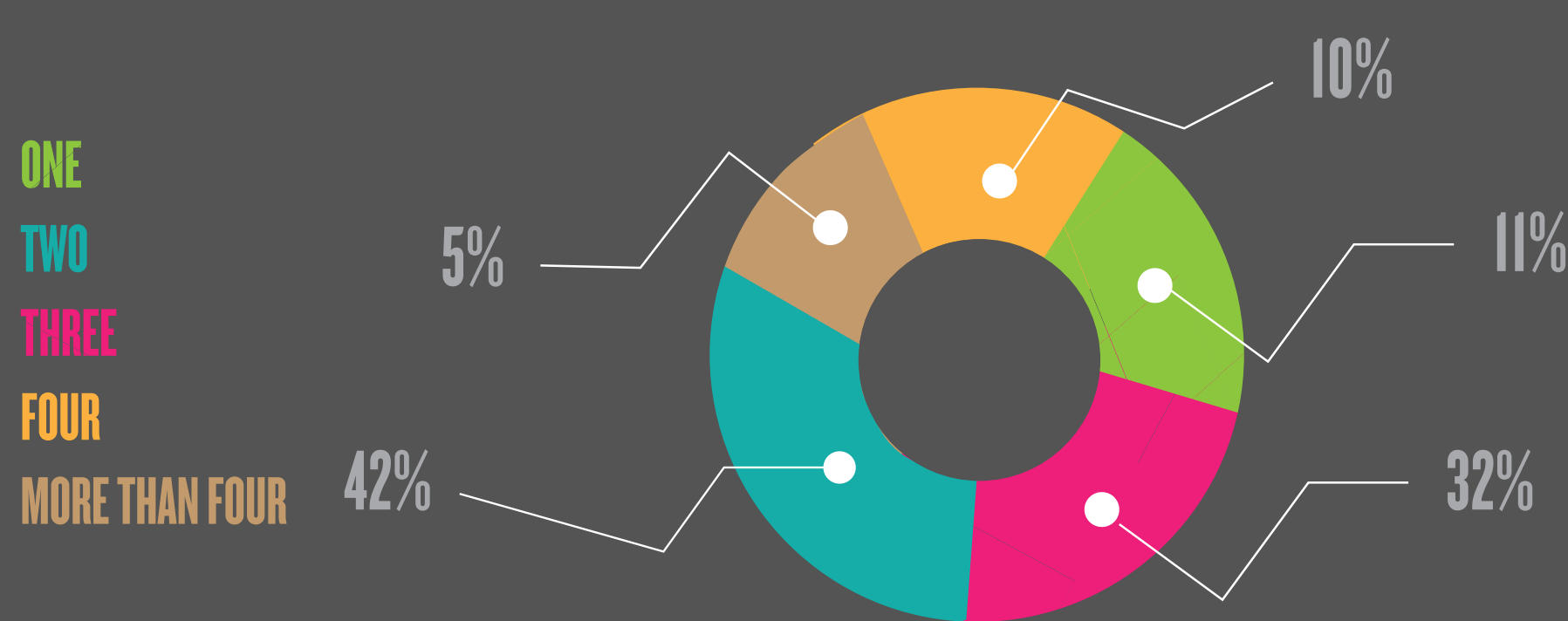
WHAT MATTERS MOST WHEN CHOOSING A FLAVOR?

- DAIRY FREE - 2%
- NO SUGAR ADDED - 5%
- THE NEWEST FLAVOR - 11%
- FAT FREE - 15%
- I GO FOR WHAT TASTES THE BEST - 67%

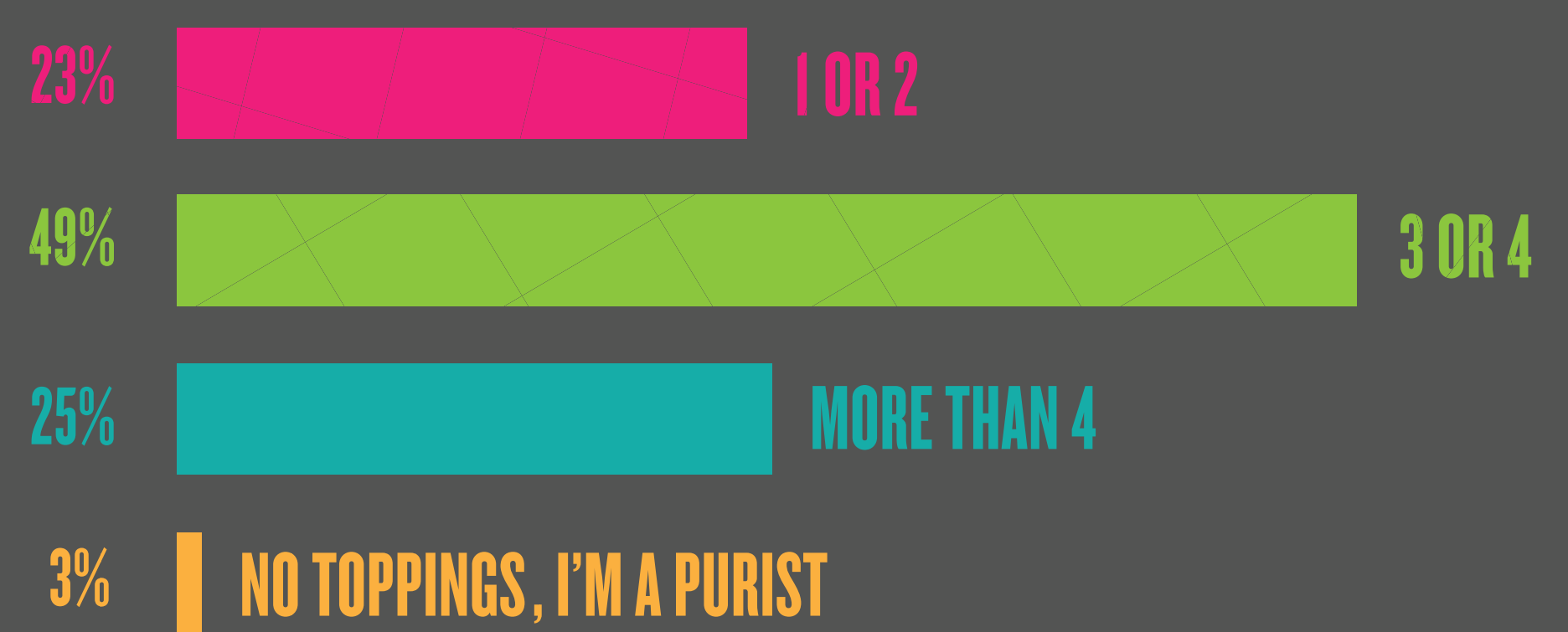
WHAT IS YOUR FAVORITE FROZEN YOGURT FLAVOR?



DO YOU PREFER ONE FLAVOR OR MIXING FLAVORS WHEN EATING FROZEN YOGURT?



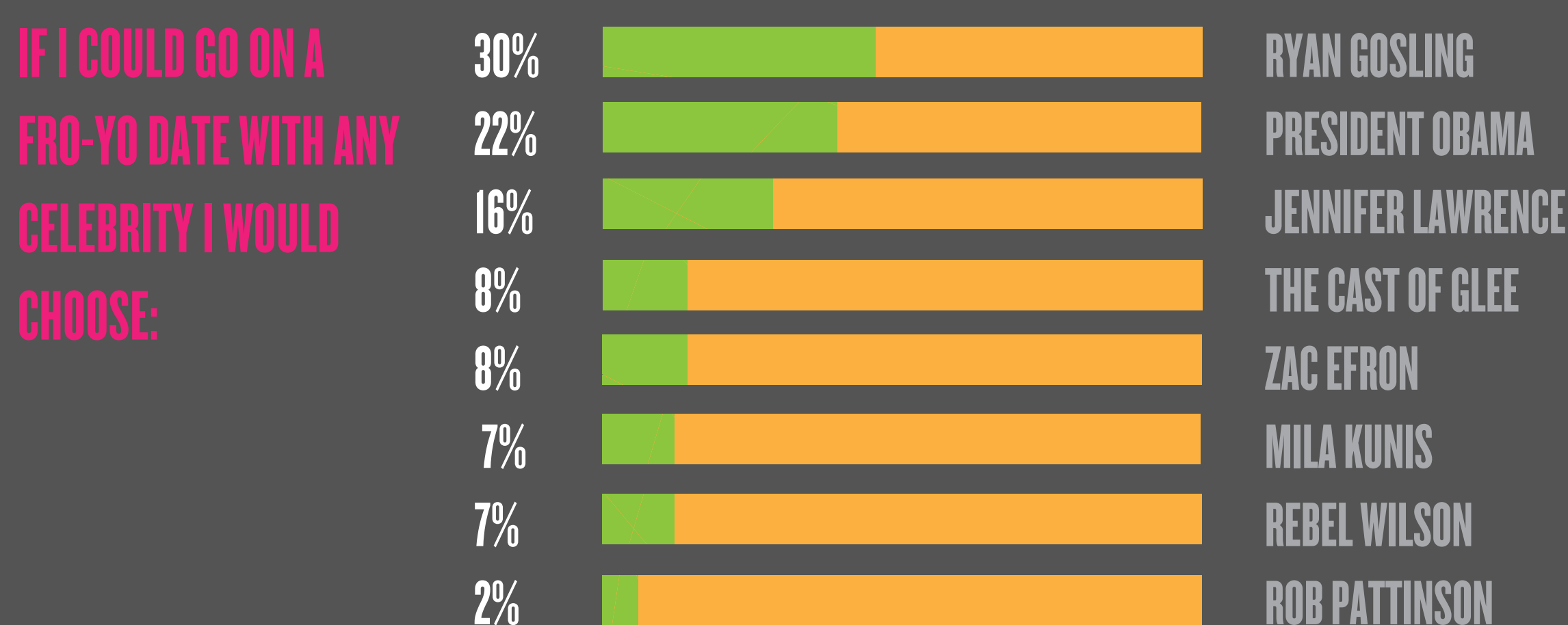
THE AVERAGE NUMBER OF TOPPINGS I CHOOSE IS...



WHAT ARE YOUR FAVORITE TOPPINGS?



WHAT WOULD YOU RATHER GIVE UP?



www.16handles.com

Note: This survey/infographic is the result of a nationwide panel of more than 600 consumers, male and female. Data collected May 2013.