

## **SweetFrog Unveils New Mobile Franchise Opportunity on Fox & Friends**

*Leading National Frozen Yogurt Franchise Reveals Full-Service Mobile Trailer on Fox News' Top Morning Show as Brand Mascot, Scoop, Steals the Show*

Richmond, VA ([PRWEB](#)) July 29, 2016 -- The brand new food truck and trailer franchise opportunities offered by sweetFrog Enterprises, one of the nation's fastest growing frozen yogurt brands, were recently featured as premier mobile food franchise opportunities throughout the Fox & Friends Sunday morning broadcast on Father's Day 2016 (June 19th). [Check out the segment here.](#)

sweetFrog grabbed the attention of viewers nationwide seeking franchise opportunities during the Father's Day broadcast as CEO and franchise thought leader Patrick Galleher was interviewed about the rising trend of food trucks and mobile units within franchising. During his interview with FOX News' Rick Reichmuth, Galleher discussed the power of owning a sweetFrog food truck or food trailer franchise in an increasingly mobile society.

"We have the best tasting products on the market, the best brand on the market, and we have great local owners who get very involved with the local communities they serve," said Galleher. "We've started franchising our mobile trucks and we brought the mobile trailer up here to New York City for the International Franchise Expo to find some new franchise owners ready to thrive with sweetFrog."

Additionally, one of sweetFrog's mascots, Scoop, became a media darling and social media sensation throughout the show. He pulled a series of pranks on the hosts during live shots, ran football drills with kids during a youth sports segment, and even sparked an unlikely romance with Fox & Friends host Anna Kooiman. According to Galleher, all successful sweetFrog franchisees share that same fun-loving spirit put on display by Scoop.

"What can I say – Scoop loves the camera and loves being famous," said Galleher. "But more importantly, he and our franchisees share a similar quality – they love our great-tasting products and they love making sure our customers have a blast at sweetFrog. And with our mobile franchise opportunities in place, franchise owners can now take the sweetFrog party to our customers, making it more convenient than ever to enjoy the best tasting frozen yogurt on earth."

For more information about sweetFrog Frozen Yogurt and all sweetFrog franchise opportunities, please visit [www.sweetfrog.com](http://www.sweetfrog.com).

About sweetFrog Frozen Yogurt:

Sweet Frog (<http://www.sweetfrog.com>) is the fastest growing premium, all natural, self-serve frozen yogurt restaurant company in the country. With a wide selection of premium frozen yogurt flavors and fresh topping choices, sweetFrog was named Best Frozen Yogurt in the USA by The Daily Meal in 2014 and 2016.

sweetFrog has 340 stores including both company-owned, franchise and independently licensed locations either open or under contract in twenty-four states in the U.S, Dominican Republic, United Kingdom and Egypt. The company was founded in 2009 and is based in Richmond, Virginia. Sweet Frog prides itself on providing a family-friendly environment where customers can enjoy soft-serve frozen yogurt, gelato and sorbets with the toppings of their choice. The company was founded on Christian principles and seeks to bring happiness and a positive attitude into the lives of the communities it calls home.



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