

2012 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

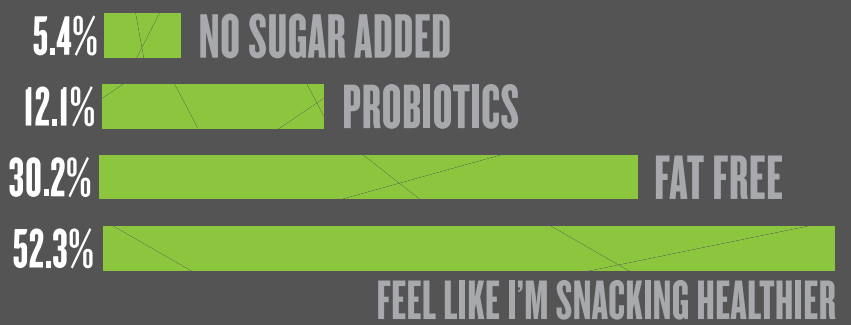
WHICH DO YOU PREFER?



DO YOU CONSIDER FROZEN YOGURT TO BE BETTER FOR YOU THAN ICE CREAM?



IF YOU ANSWERED YES - WHAT MATTERS TO YOU MOST?

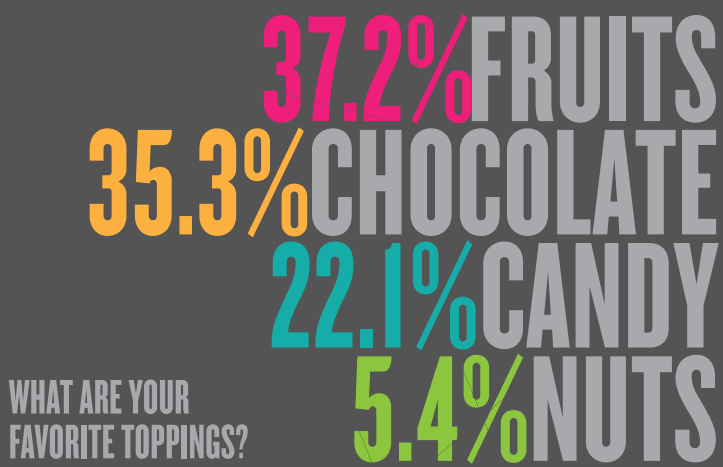
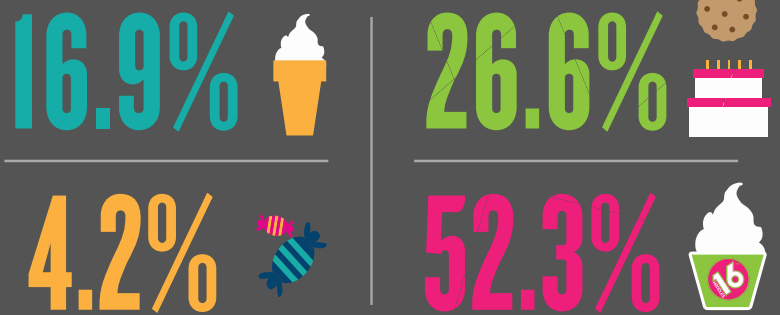


HOW OFTEN DO YOU EAT FROZEN YOGURT?

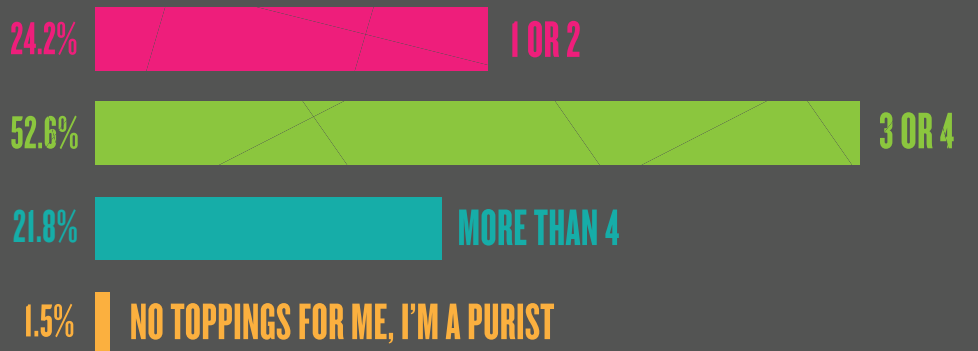
DAILY
WEEKLY
AT LEAST ONCE A MONTH
A FEW TIMES A YEAR



WHAT IS YOUR TOP CHOICE FOR DESSERT?



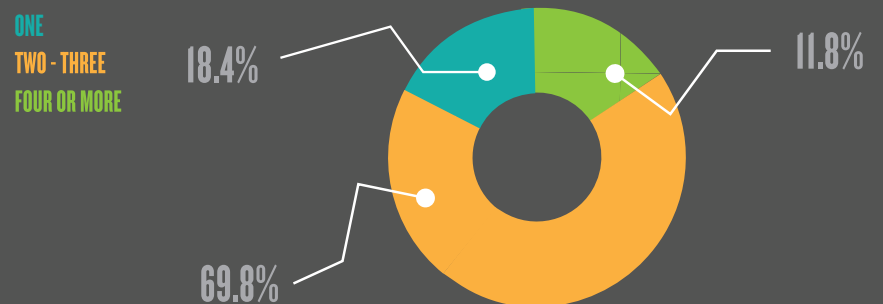
THE AVERAGE NUMBER OF TOPPINGS I CHOOSE IS...



WHAT IS YOUR FAVORITE FROZEN YOGURT FLAVOR?



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



WHAT WOULD YOU RATHER GIVE UP?

