

Froyo Meets Robo

Frozen Yogurt: Reinvented with Innovation and Robotics



Frozen yogurt first took off in the era of big hair and action movie trilogies. From that initial explosion of frozen yogurt in the late 1980s to the emergence a few years ago of create-your-own concepts in stand-alone stores and inside other retail operations, this soft-serve dessert has remained a consumer favorite, for its taste as well as perceived better-for-you profile.

The next innovation for frozen yogurt comes from the aptly-named Generation NEXT Franchise Brands, based in San Diego California. Generation NEXT, originally known as Fresh Healthy Vending, was first to market with a non-traditional approach to healthy options in vending machines. More recently, Generation NEXT turned its focus to frozen yogurt.

Not long after launching Fresh Healthy Vending, chairman and founder Nick Yates began evaluating the marketplace for future opportunities, keeping close tabs on what consumers wanted. He determined that frozen yogurt was in high demand among consumers, retailers, foodservice operators and franchisees. Recognizing the potential to fill that void, Yates launched a business strategy to create a quality frozen yogurt with advanced robotic innovation in a flexible way that allowed for selling in multiple and diverse locations.

“We knew we wanted to revolutionize frozen yogurt and do it in a big way,” recalls Yates. “By utilizing vending as the vehicle, we began to visualize the perfect strategy to develop the world’s first robotic frozen yogurt vending machine.”

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The result of that vision is the Reis & Irvy’s Froyo Robot, unveiled in April 2016. The self-contained vending unit is capable of delivering on-demand customized frozen yogurt creations in 60 seconds or less to on-the-go-consumers in almost any location or environment. The system features

two soft-serve options: traditional premium froyo and a premier non-fat, gluten free, frozen fruit froyo, made with 100 percent fruit juice. More than 80 possible flavor combinations and a choice of six toppings are available via the Reis & Irvy’s unit, which is similar in look to a “Red Box”-sized kiosk.

“Whether consumers are looking for an indulgent treat or a healthy option, the Froyo Robot caters to virtually any flavor taste,” notes Yates, who says that the unit can be easily and effectively added to almost any environment, such as retail stores, shopping malls, supermarkets, movie theaters, college campuses, corporate offices or theme parks. “The benefit to a location, whether it’s a grocery store, mall or college campus, is that it’s no cost to their own operations. The operator within the area brings in the unit, we handle installation and we do overall maintenance and supervision.”



Step Right Up

Indeed, consumers aren’t the only ones with a lot of choices with the Reis & Irvy’s Froyo Robot. Those who place Froyo Robots in their locations can buy single robots or purchase packages of four or eight machines. “This not only opens the door to profits, but the chance to be first-to-market with a first-of-a-kind technology,” says Yates.

In addition to labor savings and a clean, quick delivery of quality frozen yogurt, the Froyo Robot delivers a “food theater” experience with its interactive platforms, customer interface and process of delivery, attracting shoppers of all ages by assembling customized frozen yogurt creations in full view of the consumer and with intricate precision.

According to Yates, customers in some of the early-adopting locations have lined up just to experience the process, and people walking by the units are literally stopped in their tracks by its engaging operation. “It gives the destination or host location the ability to increase square foot profits, create the ‘fourth wall’ environment for a captive audience and helps increase foot traffic and brand buzz,” Yates adds. “Ultimately, that means additional profits per square foot, destination awareness and the ability for any location to increase their offerings and value to customers,” point out Yates.

A Commitment to Success and Growth

Momentum continues to grow since the launch of the units last spring. As of late fall 2016, Generation NEXT has built a network of over 90 exclusive newly appointed locations across the country, a number that continues to expand-monthly. In addition, the company is implementing a national marketing and advertising campaign to support its network and bolster brand awareness and loyalty.

As the Reis & Irvy’s concept expands, the team at GenerationNEXT remains dedicated to providing a model that promotes the highest level of opportunity and success for its brand ambassadors. The company offers a variety of resources, tools and standards, spanning location procurement, comprehensive training, operations and

logistical support and national marketing and branding support.

NEXT Steps

As Generation NEXT builds the Reis & Irvy’s brand concept, it recently announced the addition of a third brand concept for 2017: 19 Degrees Premium Frozen Yogurt. “It’s a natural step in next iteration of one of America’s favorite desserts. We think it will open new doors to large retail, big box and corporate partnerships,” reports Yates.

For more information on Reis & Irvy’s Froyo Robot or 19 Degrees Premium Frozen Yogurt, visit www.reisandirvys.com.



About Generation NEXT

Started in 2010 as Fresh Healthy Vending, Inc., Generation NEXT created a non-traditional approach to offering fresh healthy options within vending machines across the United States and abroad. Challenging the sugar-laden machines that blanketed the market, the new concept provided consumers choices that included natural, organic and tasty snacks such as raw granolas, mixed fruits, sports drinks, juices, protein shakes and bars. The company grew the first concept to over 3,000 machines across the country. From that success, Generation NEXT Franchise Brands was founded and became recognized as an innovator and leader in the development of new franchise vending concepts, including the Reis & Irvy’s Froyo Robot.