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TheNicholsCompany.com

About

Founded in 2007 in Southern California, Menchie's is the largest self-serve frozen yogurt brand in the world, with a mission to deliver froyo, smiles, and service to every guest. The brand has served more than 100 million cups since January 1, 2020, and has been recognized as the fastest-growing food franchise in the U.S. With 400 stores open and in development, and 600 projected by 2030, Menchie's operates across the U.S., Canada, the Bahamas, Puerto Rico, the UAE, Mexico, Saudi Arabia, Bangladesh, and Qatar.

Guests enjoy monthly-rotating flavors (including gluten-free, vegan, and no-added-sugar options) with unlimited toppings, plus acai bowls and customizable, on-site froyo cakes for special occasions. All products are Kosher certified and made with milk from California dairies raised without artificial growth hormones, with no artificial colors, flavors, high fructose corn syrup, or partially hydrogenated oils, earning the Live and Active Culture (LAC) seal from the National Yogurt Association. Menchie's has partnered with Oreo, Hershey's, Reese's, Nerds, Disney, and Sour Patch Kids for specialty flavors and collaborations.

Site Criteria

- +/- 900-1,400 SF
- Seeking locations in the North Charlotte and Lake Norman trade areas, including Huntersville, Cornelius, Mooresviile, Concord and Davidson
- Patio seating
- Ample parking
- Minimum frontage width: 16'
- HVAC: 1 ton per 200 SF
- Electrical: 200 amps, 3-phase service
- Water/sewer: 1.5" cold water line, 4" sewer line
- Strong visibility to road
- Evening and high foot traffic
- Strong co-tenancy with food usage
- On the main road of shopping center, good accessibility to center
- High under-18 population







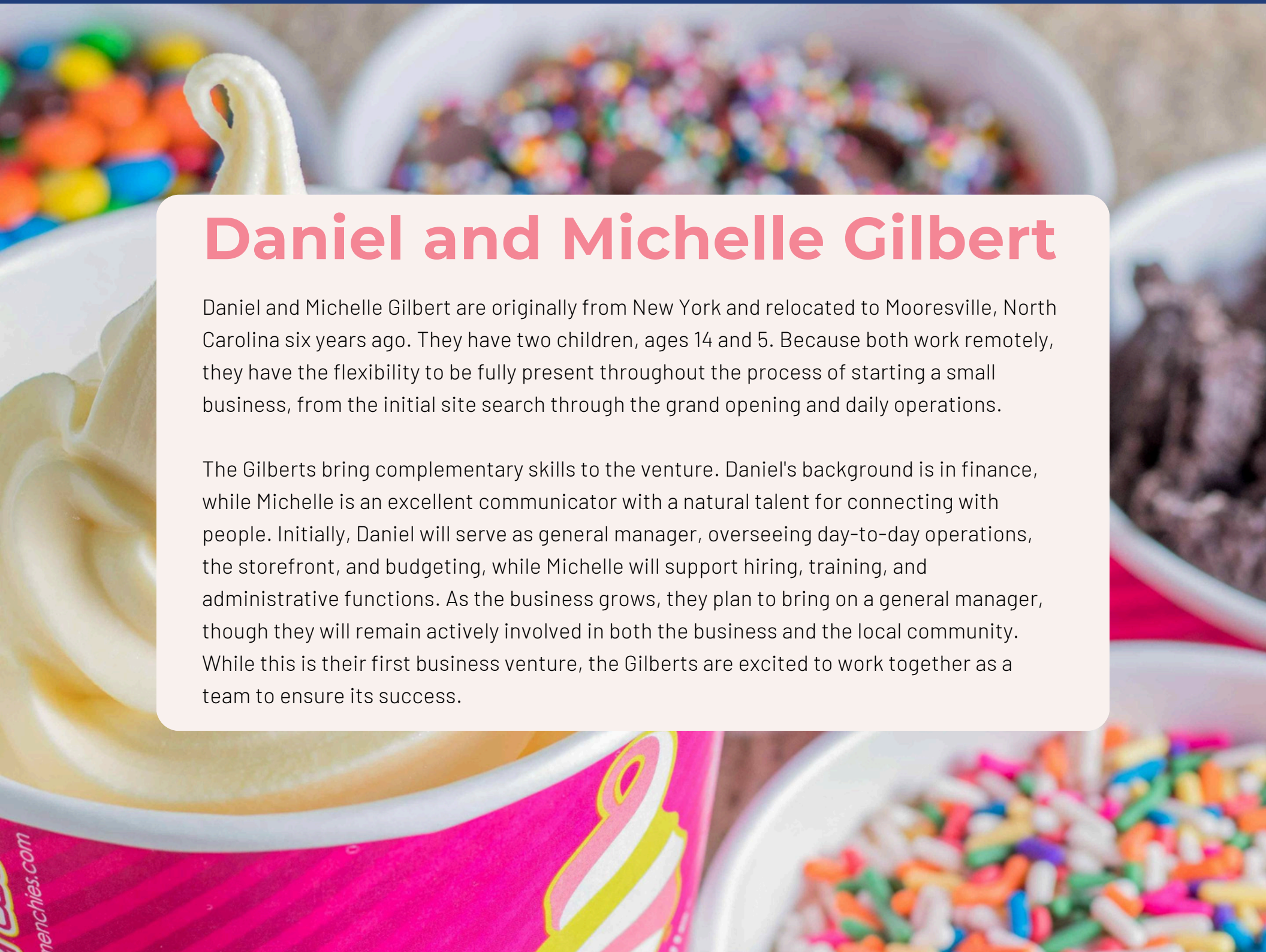












Daniel and Michelle Gilbert

Daniel and Michelle Gilbert are originally from New York and relocated to Mooresville, North Carolina six years ago. They have two children, ages 14 and 5. Because both work remotely, they have the flexibility to be fully present throughout the process of starting a small business, from the initial site search through the grand opening and daily operations.

The Gilberts bring complementary skills to the venture. Daniel's background is in finance, while Michelle is an excellent communicator with a natural talent for connecting with people. Initially, Daniel will serve as general manager, overseeing day-to-day operations, the storefront, and budgeting, while Michelle will support hiring, training, and administrative functions. As the business grows, they plan to bring on a general manager, though they will remain actively involved in both the business and the local community. While this is their first business venture, the Gilberts are excited to work together as a team to ensure its success.