

• HAND-MADE •

Sour Sally®

• FROZEN-YOGURT •

OUR STORY

Sour Sally is Asia's first and most celebrated frozen yogurt, rooted in Asian innovation since 2008. For its 18 years, Sour Sally has shown high commitment to making various innovations and offering new experiences towards a new healthy lifestyle in Indonesia.

OUR VISION

To lead the global frozen yogurt industry by infusing authentic Asian flavors, modern health innovations, and a commitment to sustainability, creating memorable dessert experiences that inspire a healthier, more flavorful lifestyle.



"Delicious Doesn't Have To Be Sinful"

OUR GROWTH

- 100+ Million Cups Sold
- 15 Million Customers Yearly
- 1000+ Employees
- 150+ Stores Globally
- 18+Years Establishment
- 8 Brand Recognitions
- 4 Countries, 30 Cities
- 2 Brand Awards



OUR JOURNEY



2008

Sour Sally started its debut at Senayan City Mall as the first mover of the first frozen yogurt in Indonesia.



2009-2010

Sour Sally launched successfully and expanded to 25 Stores, receiving official collaboration from global brands such as Pink Panther 2, Cloudy with a Chance of Meatballs, Mazda, etc.



2014

To reach more customers and resonate with customers, Sour Sally go through rebranding process, changing logo and store concept.

In the same year, Introduced the revolutionary Black Sakura Fro-yo, inspired by the beauty and purity of Japanese Sakura Blossoms, first of its kind. Improving the taste after many years of per-fecting the recipe.



2016

Sour Sally wins: Top Brand Award from "Influential Brand" as the BEST FROZEN YOGURT BRAND in Asia



2021

Sour Sally collaborates with the famous mobile game "Mobile Legend"



2023

Sour Sally launches Yogushot, collaborates with Hydro Coco and Batik Garuda Kencana (Leading coconut drink and top batik apparel brand)



2024

Sour Sally is honored with the 2024 Global Recognition Award for Its contributions to the advancement of Indonesia's Frozen Yogurt industry. Launches White Zero and FMCG product "Yogulato". Reaches 150+Stores across Indonesia



2025

Expands globally beyond the Middle East and the Philippines, reaching Malaysia, United Kingdom, and Thailand.



2026

Sour Sally launches a landmark collaboration with Pokémon, expanding the brand universe through culture-driven innovation.

The campaign introduces exclusive collectible merchandise alongside Banana Flavor, a Pikachu-inspired flavor that blends bright banana notes with the brand's iconic Black Sakura base, reinforcing Sour Sally's position at the intersection of global entertainment and premium frozen yogurt.

Why The World needs Sour Sally

In the modern world, healthy living has become a necessity. However, as technology develops, Almost all the food and drinks consumed contain chemicals, for example: excessive flavorings, coloring agents, and preservatives. Over time, these substances will accumulate in the body's system and decrease the body's metabolic function. To neutralize the body f rom these chemicals, it's essential to find a way to remove these substances f rom the body (detox).

Unfortunately, sweet foods tend to contain high fat and calories. Therefore, Sour Sally developed a healthier frozen dessert in the form of frozen yogurt removing fear of calories, harmful substances, and weight gain. Sour Sally's Black Sakura and White Zero redefine the frozen yogurt dessert world by offering guilt-free indulgence; Black Sakura's detoxifying antioxidants and natural ingredients cleanse the body, while White Zero's zero added sugar recipe, sweetened with Stevia, ensures a creamy, low- calorie treat without compromising on taste. Together, they blend authentic Asian heritage with innovative health benefits, proving that sweet cravings can be both delicious and healthy.

Sour Sally is aware of this problem and is constantly developing products to fight the stigma of an unhealthy dessert diet to share to the world.

**Sour Sally is socially-conscious
and brings the world solution**

Delicious Doesn't Have To Be Sinful



WHY FRANCHISE SOUR SALLY ?



Sour Sally is one of the biggest food brands proven profitable even during the pandemic, winning TOP BRAND AWARD in 2016. We are proud to be recognized with the 2024 Global Recognition Award for exceptional contributions to the Southeast Asian dessert industry. A pioneer in quality and taste, Sour Sally was also named Asia's Top Brand in 2016 by Influential Brands.



The Plug 'n Play business model and digitalized operational system make it easier for partners to do business.



Professional social media and digital marketing experts handle our advertising endeavours to ensure success.



Supported by Sour Sally management team with 18 years of F&B management and operational excellence managing over 150+ stores.



Large market potential in the health & wellness segment. A stable brand with a lean and systemized business model.



Health-centric product company with unparalleled health benefits and strong company's sustainability consciousness.



Recognizable Product Hero, Black Sakura - the world's first black frozen yogurt with detoxifying health benefits

OUR PRODUCTS



Regular Cup

Large Cup

Riché

Lykone

Take Home Pack

Smoothies

Yogushot

Topping

Crunchies

Coconut Flakes . Crunchy Maltine . Oreo Crumbs
Biscotti Crumb . Crunchy Lalegit . . Honey Granola
Jolly Vanilla Oats . Rainbow Cubes . Roasted Almonds
Sam Choco Oats .

Asian Toppings Mochi . Sesame Keciput . Red Lovelvet .

Fruits

Alovay . Pixie Orange
Dragon Fruit . Kiwi . Longan . Lychee . Mango
Nata de Coco . Peach . Strawberry

Asian Toppings Chia Seeds . Goji Berry . White Boba .

Sauces

Frosted Choco Nuts . Hazel go Nuts . Icy Melon
Tiramisu Bliss . Choco Wafferino* . Cookie Dough*

Asian Toppings Genmatcha . Kyoto Banana . Tarolicious .

**Luxe Topping imported from Italy*



*Note: Topping options may vary among countries
Our policy allows for 20-30% localization*

FRO-YO BENEFITS FOR HEALTH

WHITE ZERO

Frozen Yogurt

- Enriched with Hi-calcium skim milk
- Softer & creamier texture
- Healthy foods for natural weight loss
- Low-fat, low sugar, and low cholesterol
- No artificial coloring
- Contains all the benefits of yogurt
- Rich in probiotics (L. Bulgaricus and S. Thermophilus)

Let's get healthy, #ItsFitnotFat
One Regular White Skim Cup contains

Calories	: 133,29 Cal/100ml
Fat	: 0.41 gr/100ml
Cholesterol	: 2.36 mg/100ml
Protein	: 3.1 gr/100ml
Sugar	: 4.50 g/ 100ml



BLACK SAKURA

THE FIRST BLACK FROZEN YOGURT IN THE WORLD

- Contains activated charcoal & cherry blossom extract
- Functions as a natural detox
- High anti-oxidant
- Low-fat, low sugar, and low cholesterol
- No artificial coloring
- Contains all the benefits of yogurt
- Rich in probiotics (L. Bulgaricus and S. Thermophilus)

#DeliciousDarkDetox, Dare to try?
One Regular Black Sakura Cup contains

Calories	: 118 Cal/ 100ml
Fat	: 0.6 gr/ 100ml
Cholesterol	: 3.16 mg/ 100ml
Protein	: 4.07 gr/ 100ml
Sugar	: 4.53 g/100ml



ICE CREAM

Calories	: 342 Kcal/100ml
Fat	: 18,2 gr/100ml
Cholesterol	: 68 mg/100ml
Protein	: 6 gr/100ml
Sugar	: 38 g/100ml

- Increase body weight
- High in Cholesterol

BLACK SAKURA

Our unique Black Sakura stands out as the **first and only** in the market, offering a natural detox solution inspired by the revered cherry blossoms of Asia packed with high antioxidants, **high probiotics, low fat, low sugar, and low cholesterol goodness.**

The captivating color of the Black Sakura serves as a compelling **visual invitation**, drawing an increasing number of customers to the Sour Sally store. This exceptional product stands unparalleled in the competitive landscape, with a recipe that is not replicable. The Black Sakura not only enhances our menu but also positions **Sour Sally as a forward-thinking leader in the industry.**

Black Sakura will be a powerful statement when entering new international markets



WHITE ZERO

The Favorite Frozen Yogurt, Now Healthier With Zero Added Sugar #WhiteZeroIsHero

Sour Sally's keeps innovating through its 17th year journey, one of which is by presenting the **SOUR SALLY WHITE ZERO.**

WHITE ZERO uses **Stevia (stevia rebaudiana)**, a plant that is widely grown in Central America and South America as a substitute for sugar.

Stevia is a sugar substitute with several benefits, such as:

- Help prevent pancreatic cancer
- Prevents wrinkles on the skin
- Moisturizes skin
- Lose weight
- Does not cause cavities



The Benefits of Stevia



- Contains antioxidants to fight disease
- Blood sugar control
- Increases satiety and reduces hunger
- Reduces the desire to consume extra calories later in the day
- Protection against liver and kidney damage
- Decreased levels of triglycerides (fats that flow in the blood) and cholesterol



BEYOND FROZEN YOGURT,
we offer a new FMCG(fast moving
consumer goods) product for everyone's
home freezer



Sour Sally Yogulato is a healthier yogurt ice cream with premium Italian Gelato vibes, thick and creamy! This Sour Sally's latest product innovation is **source of fiber, cholesterol-free,** and **low-fat**, because **#DELICIOUSDOESNTHAVETOBESINFUL**



SOUR SALLY YOGULATO's UNIQUE SELLING POINTS

186% Higher Fiber Source*

Not only does SS Yogulato contain probiotics beneficial for digestion, but it also includes inulin, an excellent source of dietary fiber. This makes it great for a healthy diet, helping to control diabetes and assist in weight loss!

50% Lower in Cholesterol*

Definitely yummy, most SS Yogulato varieties are cholesterol-free, a healthy choice for everyday consumption!

86% Lower in Fat*

A healthier choice for those on a low-fat diet. Perfect for smoothies, breakfast, and everyday snacks!

Remains Frozen for 2 Hours During Travel

Perfect for home consumption, SS Yogulato stays frozen for 1-2 hours on the go and is ready to fill your home freezer!

Plain Sally vs other vanilla ice cream based on U.S. Department of Agriculture, FoodData Central 2019

SOUR SALLY YOGULATO's PRODUCT OFFERING



More flavors, concepts, and sizes coming soon!



**150+ Stores Globally
Opening Soon in KSA
and the Philippines**

SOUR SALLY INDONESIA



OUR PROLIFIC SOCIAL MEDIA



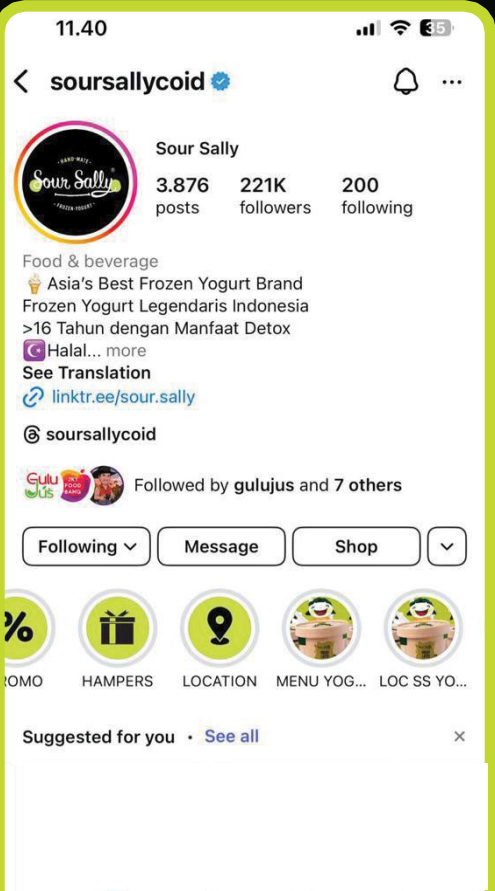
1,3 MILLION VIEWS
KOREAN INFLUENCER



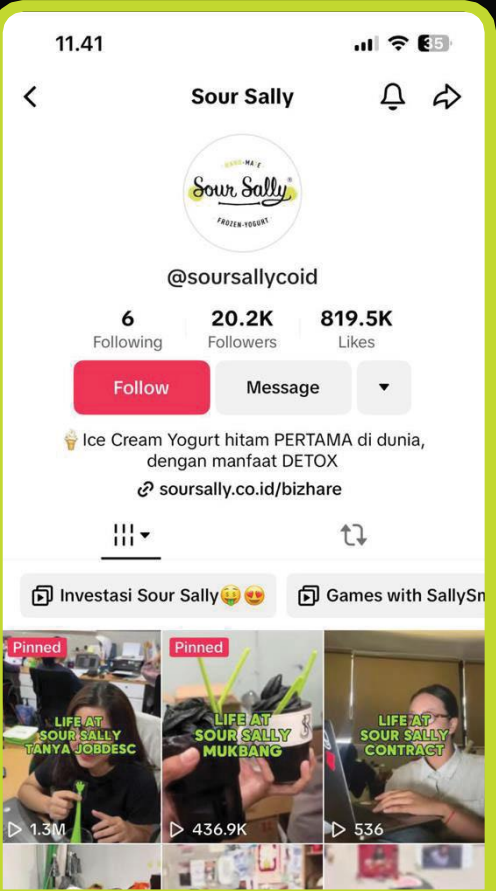
926 THOUSAND
VIEWS



HIGH REACH AND
ENGAGEMENT



INSTAGRAM WITH
221K FOLLOWERS



TIKTOK WITH 20.2K
FOLLOWERS



SUPPORTED BY
COMMUNITY THROUGH
UGC CONTENT

Exploration of marketing collaboration with mall management is highly anticipated as we work together on how to increase traffic of our store and the mall itself.

Sour Sally is ready for global expansion. Be our partner!

Contact us:

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