



## **Bruster's Real Ice Cream Press Kit**

2017 Franchise Expo South

Jim Sahene, Chief Executive Officer

CEO since 2002, Jim Sahene has successfully guided Bruster's Real Ice Cream through periods of growth, as well as some of the restaurant industry's most challenging times. Today, Bruster's has a cult-like following, with fans enjoying fresh, hand-made premium treats at approximately 200 shops across the country and in the nation of Guyana.

Jim is no stranger to the frozen treats business, having previously served as president of frozen yogurt phenomenon TCBY. He is credited with growing that brand to more than 3,000 units.

In 2013, Jim launched a multi-faceted strategy to expand the Bruster's brand, which included a new four-seasons sales approach, revamped business and franchise models, and an aggressive marketing and product innovation commitment. Forty-five shops set sales records the following year.

With the demand for mobile food service and entertainment trailers exploding, Jim in 2012 acquired a stake in Custom Concessions, a mobile concessions manufacturing business.

He is a 2005 graduate of the Harvard Business School's Owner/President Management program.

Married to wife Paula, they have three children. Jim loves the Pittsburgh Steelers and deep-sea fishing, in that order.

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