

Former Corporate Executive Living Sweet Life As Bruster's Ice Cream Franchisee

By Kerry Pipes, *Franchising.com*

Dan Tarkoff was living the corporate life. Trained as a mechanical engineer, he later landed top sales and marketing jobs with companies like IBM. He was successful but says he had always wanted to “build something that didn’t exist.”

A few years ago, Tarkoff semi-retired and moved to the Phoenix area. He was looking for some kind of business opportunity. “I had always thought ‘I’m going to buy a little frozen yogurt store,’” he recalls. So he began his due diligence and started looking at all kinds of business opportunities. Having lived in Pittsburgh for many years, he was familiar with Bruster’s Ice Cream. “I saw the numbers and knew there was great potential with the brand,” he says.

Tarkoff says he was attracted to the quality of Bruster’s ice cream, the opportunity to mentor young adults, and the proven operating systems. “At the Discovery Day I met the great people on the corporate team and the culture felt like family. I just knew I could be successful with Bruster’s,” he says. And he really liked the fact the brand is a small, privately-owned company that was not run like a big public corporation.

He signed a 5-store development agreement with Bruster’s in May 2017 and opened his first store in October of 2018 in Glendale. His first store far exceeded his expectations and, in fact, became the #2 volume store in the entire Bruster’s system during his first year of operations. “It nearly doubled what my initial projection to the bank was,” he says.

Though he admits he worked many hours in his store that first year, he says that was good because he learned every part of the operation and what he needed from his employees.

In December of last year, Tarkoff opened his second Phoenix area location in Chandler and he's now breaking ground on his third location which he expects to open next summer.

"The frozen treats business is a happy business. People are coming to celebrate and treat themselves and to meet friends. Because it's a place for positive experiences, it makes it easy to create a positive experience for our employees," he says. "That makes it easy for us to staff our locations."

Tarkoff says the operational and marketing support offered by Bruster's is an essential part of his success. So is, he says, the quality of the ingredients and the distribution system that ensures the ice cream is consistently great. "The executives at Bruster's work very closely with the franchisees and are very good at listening to what we have to say," he says.

He says becoming a Bruster's Real Ice Cream franchisee is one of the best decisions he's ever made. "If you build the right store in the right location and market it and serve it well, it's hard not to be successful with this brand," he says.

Bruster's Real Ice Cream is a solid investment opportunity and now is a great time to consider becoming a franchisee with the brand. Find out more about the brand's opportunities and available territories by calling (724) 312-8739 or visit www.brustersfranchise.com for more information.