



# TESTIMONIAL

**FRED MACCIOCCHI - REGIONAL DEVELOPER, FORMER OWNER - WINTER GARDEN, FLORIDA**

Bio: Fred came to Eat The Frog Fitness with an extensive background in Business Franchising. Prior to joining the Eat The Frog team as a Franchise owner in our Winter Garden location, Fred was a multi-unit owner with Massage Envy, a nationwide wellness franchise. He also comes from a background as a location owner and Regional Developer with Amazing Lash Studio. Fred is the go-to guy for anything you need to know about running a business!

"As a past franchise owner, and now Regional Developer with Eat The Frog, I was initially drawn to the brand because of their small group training element. After first stepping in to one of their studios, I fell in love with the Eat The Frog workouts, and their heart-rate based technology platform, which I believe is second to none. I think that personalized, group training is the direction that the fitness industry is headed, and I could not have made a better decision than opening a location. My passion for the brand has led me to become a Regional Developer, allowing me to continue bringing the Eat The Frog brand to locations across Florida."

