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**FORM 6-K**

SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

**Report of Foreign Private Issuer  
Pursuant to Rule 13a-16 or 15d-16 of  
the Securities Exchange Act of 1934**

For the period ended March 4, 2002

Coolbrands International, Inc.  
(formerly Yogen Früz World-Wide Incorporated)  
(Translation of registrant's name into English)

8300 Woodbine Avenue, Markham, Ontario Canada L3R 9Y7  
(Address of principal executive offices)

**PROCESSED**  
**MAR 11 2002**  
**THOMSON FINANCIAL**

Indicate by check mark whether the registrant files or will file annual reports under cover Form 20-F or Form 40-F.

Form 20-F  Form 40-F

Indicate by check mark whether the registrant by furnishing the information contained in this Form is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.

Yes  No

If "Yes" is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b): 82- \_\_\_\_\_

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BLANK ROME LLP

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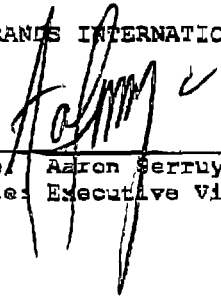
Materials relating to Registrant and filed pursuant to this Form 6-K include CoolBrands' Announcement that it has Closed its offering of Special Warrants in Canada.

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

COOLBRANDS INTERNATIONAL, INC.

Date March 4, 2002

By   
Name: Aaron Serruya  
Title: Executive Vice President

**NEWS FROM:  
COOLBRANDS INTERNATIONAL, INC.**

8300 Woodbine Avenue, 5<sup>th</sup> Floor  
Markham, Ontario, Canada, L3R 9Y7

Contact: Michael Serruya  
Telephone: (905) 479-8762

**FOR IMMEDIATE RELEASE: March 4, 2002**

**COOLBRANDS INTERNATIONAL INC. CLOSES  
OFFERING OF SPECIAL WARRANTS**

CoolBrands International Inc. (TSE: COB.A) announced today that it has closed its sale of 3,750,000 special warrants issued from treasury to a syndicate of underwriters led by Sprott Securities Inc. and including Canaccord Capital Corporation, Standard Securities Capital Corporation and Thomson Kernaghan & Co. Limited. The special warrants have not been, nor will they be, registered under the United States Securities Act of 1933.

Gross proceeds raised in the Coolbrands treasury offering are approximately \$15,000,000, which proceeds, net of the underwriter's commission and expenses, of \$14,120,000, was paid to Coolbrands at closing.

David Stein, President and Co-Chief Executive Officer of Coolbrands, said the proceeds would be used for general corporate purposes. "The capital raised through the special warrant offering will strengthen Coolbrands' financial position, facilitate further corporate development and enhance shareholder value," he said.

Coolbrands markets Eskimo Pie® branded frozen novelties and frozen dessert products. Eskimo Pie® created the frozen novelty industry in 1921 when its founder, Christian K. Nelson, invented the chocolate-coated ice cream bar. Today, more than 80 years later, Eskimo Pie® remains one of the best-known and most widely distributed of all frozen novelty brands. The Company also markets a broad range of frozen novelties and frozen dessert products under the Tropicana®, Welch's®, Weight Watchers® Smart Ones®, Betty Crocker®, Trix®, Yoplait®, Colombo® and Yoo Hoo® brand names pursuant to long-term licensing agreements. In addition, Coolbrands franchises and licenses frozen dessert outlets operated under a Family of Brands including Yogen Früz®, I Can't Believe It's Yogurt®, Bresler's®, Swensen's®, Golden Swirl®, Ice Cream Churn®, and Java Coast® Fine Coffees, with company-owned, franchised and non-traditional partnership locations in approximately 80 countries around the world. Coolbrands' Foodservice Division is a leading manufacturer and supplier of premium soft serve ice cream, frozen yogurt, custard and smoothies to the foodservice industry. The Company also manufactures and sells a full line of quality flavors, chocolate coatings, fudge sauces, powders for chocolate milk, egg nog bases and other ingredients and flexible packaging products for use in private label dairy products in addition to the Company's brands.

**"Safe Harbor" Statement under the Private Securities Litigation Reform Act of 1995:**

Information in this release relating to the Company's future plans and performance are "forward looking statements" and, as such, involve certain risks and uncertainties that could cause actual results to vary materially. Potential risks and uncertainties include, but are not limited to: (1) the highly competitive nature of the frozen dessert market and the level of consumer interest in the Company's products, (2) product costing, (3) the weather, (4) the performance of management, including management's ability to implement its plans as contemplated, (5) the Company's relationships with its customers, franchisees, licensees and licensors, and (6) government regulation.