



02041590

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

P.E

For the period ended June 18, 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)

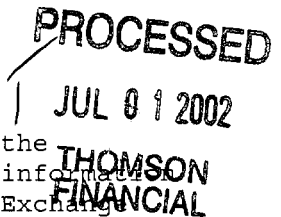
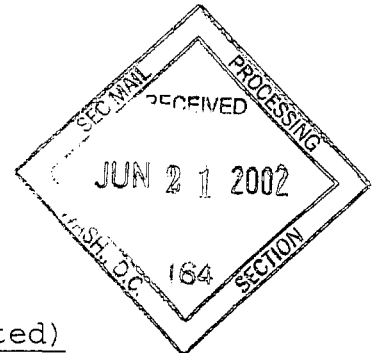
Indicate by check mark whether the registrant files or will file annual reports under cover Form 20-F or Form 40-F.

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- _____



CRGHT

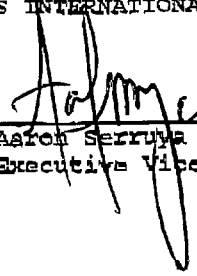
Materials relating to Registrant and filed pursuant to this Form 6-K include a press release concerning Registrant's expansion of its family of brands into Japan.

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 June 18, 2002

By 
Name: Aaron Serruya
Title: Executive Vice President

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

8300 Woodbine Avenue, 5th Floor
Markham, Ontario, Canada, L3R 9Y7

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

FOR IMMEDIATE RELEASE: June 18, 2002

COOLBRANDS INTERNATIONAL ENTERS JAPAN

CoolBrands International Inc. (TSE: COB.A) announced today that it has entered into a Master Franchise Agreement providing for the initial development of the Company's Yogen Früz® and Bresler's® brands in Japan.

The agreement, made with FDP Japan Limited, calls for the opening of 48 retail outlets under the Yogen Früz and Bresler's banners in the Japanese province of Kanto, which includes Tokyo.

David J. Stein, President and Co-Chief Executive Officer of CoolBrands International Inc. stated, "Our franchising operations in certain Pacific Rim nations, including Singapore, Indonesia and Thailand, have proven to be consistently successful in terms of profitability and growth over the past decade. Accordingly, we are very excited to announce our entry with two of the Company's brands into Japan, the largest and most affluent market in the region. The agreement with FDP Japan Limited pertains exclusively to Kanto province, which includes Tokyo. We look forward to working with our new master franchisee, FDP Japan Limited, to successfully launch Yogen Früz and Bresler's in the Tokyo area and then to parlay this success into further growth throughout Japan."

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.