

Pinkberry Frozen Yogurt Opens 50th Store in Newport Beach

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Co-Founders to Serve Customers at Grand Opening, Proceeds to Benefit Pediatric Cancer Research

Just three years after the first Pinkberry took Los Angeles by storm, the company celebrates the grand opening of its 50th location at Fashion Island in Newport Beach, Calif. today to a growing Southern California fan base.

Pinkberry will celebrate the Newport Beach grand opening with co-founders Shelly Hwang and Young Lee serving their uniquely tangy frozen yogurt to customers from Noon to 2 p.m. The new store will also be giving out exclusive Newport Beach Pinkberry t-shirts to the first 200 customers that order yogurt during that time as well. All proceeds from the grand opening will go to The Pediatric Cancer Research Foundation in nearby Irvine, which aims to improve the survival rate and quality of life for children living with cancer.

'We continue to be gratified by the support of our loyal customers,' said Pinkberry co-founder Shelly Hwang. 'We are especially excited to have the chance to celebrate our 50th store opening and give back to the community by supporting such a deserving local charity.'

Pinkberry features three flavors of frozen yogurt - original, green tea, and coffee - each with the uniquely refreshing and Pinkberry signature tangy taste. Pinkberry's proprietary recipe contains real yogurt with live and active cultures and is certified by the National Yogurt Association. A wide range of high quality fruit and creative dry toppings form the perfect complement to the 3 Pinkberry flavors.

"Pinkberry's success is due in large part to a relentless focus on the customer experience - from the engaging store design, to the distinct taste of the frozen yogurt, to the quality and creativity of the toppings, to the genuine interaction with our team members," said Ron Graves, chief executive officer of Pinkberry. 'We are proud of the 50th store milestone and we look forward to continued growth while always looking for opportunities to enhance the customer experience.'

The new store is located at: 941 Newport Center Dr., Newport Beach, CA 92660. Store hours are Sunday-Thursday from 10 a.m. - 10 p.m. and Saturday from 10 a.m. to 11 p.m.

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