

Yogen Früz Brings Frozen Yogurt Stores to Virginia & Washington D.C.

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Yogen Früz, a frozen yogurt chain with over 1,100 stores in over 20 countries, today announced plans to open 16 stores in the Virginia and Washington, D.C. areas through a master franchise agreement with Raleigh, North Carolina-based YF Atlantic LLC. The first location is expected to open early next year.

The contract marks the first for Yogen Früz in the eastern U.S. and the fifth master franchise agreement signed for the U.S. since mid-2007 as part of the company's entry into the U.S. market. The first two U.S. stores opened last month in suburban Chicago's Woodfield Shopping Center and San Francisco's Embarcadero Center, with up to 1,000 U.S. outlets planned by 2018.

All stores feature Yogen Früz's 'Blend It' create-your-own frozen yogurt/fruit blends, mixed in the company's proprietary machines while customers watch. Customers also have a 'Top It' option consisting of plain yogurt with a choice of 18 toppings from fruit to granola, carob chips and Cap'n Crunch. Other menu items include dairy and non-dairy smoothies, fresh fruit cups, and parfait-style breakfast yogurt layered with fresh berries.

'We have a strategic road map for our U.S. expansion, and we are focusing on major metropolitan areas because they are the tastemakers for the country. The greater D.C. area was one of our top priorities,' said Aaron Serruya, President of Yogen Früz. 'This agreement is therefore an important building block in our plan to make Yogen Früz the frozen yogurt brand of choice in the U.S. We are fortunate to be able to partner up with a strong group that will help us penetrate some parts of the eastern U.S.'

Yogen Früz is a world leader in the frozen dessert category, with over 1,100 locations operating in over 20 countries.

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