

Cefiore Italian Frozen Yogurt Expands Franchise Operations

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Cefiore Italian Frozen Yogurt, one of the fastest growing frozen yogurt destinations, has announced today that it is actively seeking franchisees in select cities.

As the frozen yogurt craze continues with the industry seeing a 12% jump in sales in 2007 alone, Cefiore has proven that it has a successful concept with over 30 locations across seven states and three countries opening in just two years.

Already hugely popular in Southern California, Cefiore attributes its success to its signature item, Italian Frozen Yogurt. More tart than traditional frozen yogurt, Cefiore's Italian Frozen Yogurt is non-fat, low in calories and is available in a wide variety of flavors. Other offerings include flavored snow ice, waffles, smoothies and a wide selection of coffee and organic tea drinks.

"Since opening our first location in Downtown Los Angeles in August 2006 our business has grown significantly," said Danny Kim, vice president, Cefiore. "We look forward to continued success as we expand to additional markets."

Cefiore is expanding its reach to major markets including New York, Philadelphia, Boston, Washington D.C., Orlando, Miami, Dallas, Houston, San Antonio, Minneapolis, Kansas City, Phoenix, San Diego, San Francisco, Portland and Vancouver B.C. Single and multiple units and area development opportunities are available to those who qualify.

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