

Pinkberry to invade Texas



1:16 PM Wed, Jun 10, 2009 | [Permalink](#) |

Leslie Brenner [✉ E-mail](#) | [✉ News tips](#)



Speaking of frozen treats that come out of a machine, **Pinkberry** -- the frozen yogurt concept that ate Los Angeles -- is going national, and Dallas will be its first store outside of California and New York. It'll be interesting to see whether it's a hit or a miss here. The concept is frozen yogurt in only two flavors, plain and green tea, with a wide variety of fresh fruit and other toppings to choose from. From the company's website, it looks as though they've added another flavor -- pomegranate -- since I last visited.

In L.A., people went crazy over it, and the stores, which kept popping up all over town, had lines out the doors. Until they didn't. Stores started closing. Suddenly it wasn't so hip anymore.

As for the yogurt, it's, well, OK. The plain is tangy, and not too sweet. The green tea has a nice, tangy tea flavor. I could never get excited about it -- any more than I could get about Sprinkles, another L.A. craze -- but for a while there, I was clearly in the minority.

But you be the judge. I'll be curious to hear what y'all think. (Anyone tasted it in California or New York?) The publicist didn't have a date or location nailed down for the opening, but I'm guessing this summer.

Comments

Posted by **Anonymous** @ 1:56 PM Wed, Jun 10, 2009

It is good, but Dallas already has yogurt stores with the same concept that are better. I Heart Yogurt should put Pinkberry to shame. But people are all about certain fads, and that is what Pinkberry is. I tried to see if I could open up a franchise in Dallas last year, but Pinkberry wasn't franchising out then. I see it as a fad for about a year. Nothing too special.

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Posted by **Annie** @ 2:02 PM Wed, Jun 10, 2009

I agree - Yogilicious in uptown has many more flavors and topping options. I would pick that over Pinkberry any day!

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Posted by **DK** @ 2:25 PM Wed, Jun 10, 2009

Leslie

Have you tried Wild about Harry's frozen custard? Knox street, just west of 75 - look for the pink awning. It's awesome!

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Posted by **Groupie** @ 3:39 PM Wed, Jun 10, 2009

Awesome!!! I had my first experience...key word being EXPERIENCE...this year in LA. From the time you walk in the store it's clear it is a totally different deal than any yogurt shop I have seen before. Great design, clean, current, friendly and the Swirly Goodness was G-R-E-A-T!

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Posted by **Toni** @ 3:53 PM Wed, Jun 10, 2009

I like Spoonful that opened a few months ago in Plano. I quickly became a fan of the Orange and Mango flavors. My only complaint is that they don't have a web site. It would be nice if they posted the daily flavors. Until then though, they don't sound too annoyed at me when I call to ask what flavors are out today.

With Pinkberry only having three flavors, it going to be hard to compete with the other stores that have 8-10 flavors.

Or maybe it's like all the other chains that have come here from Cali, overrated. I wasn't that impressed with Sprinkles either. I can make a whole batch of homemade euneees that are much tastier for the price of their one

batch of homemade cupcakes that are much tastier for the price of their one.

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Posted by **DAP** @ 4:00 PM Wed, Jun 10, 2009

Berry Berry in Addison is also the same basic concept as Pinkberry, and has been around for a couple years.

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Posted by **jennifer** @ 4:10 PM Wed, Jun 10, 2009

I haven't tried those other places people are mentioning, but Pinkberry is GREAT -- I've had it in New York and San Diego.

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Posted by **Laurie** @ 5:25 PM Wed, Jun 10, 2009

The stuff is great. Pinkberry started a national yogurt craze and for good reason - I've had it in LA and it's delicious. Dallas will have plenty of raving fans.

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Posted by **chris** @ 7:10 AM Thu, Jun 11, 2009

Pinkberry rocks, plain and simple. Ive been to the local "knock-off" chains and they dont hold a candle to the original.

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Posted by **jms** @ 8:58 AM Thu, Jun 11, 2009

Red Mango is better than Pinkberry and Orange Cup; and unlike Yogilicious, it actually tastes like yogurt! They have them all over New York and just opened one in San Antonio.

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Posted by **jms** @ 8:59 AM Thu, Jun 11, 2009

Red Mango is better than Pinkberry and Orange Cup; and unlike Yogilicious, it actually tastes like yogurt! They have them all over New York and just opened one in San Antonio.

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Posted by **PPOT** @ 12:17 PM Thu, Jun 11, 2009

pinkberry is just like google. simple and great.

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