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Pinkberry officially announces its entry into Dallas

BY *PEGASUS NEWS WIRE*

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DALLAS — It's true it's true, Pinkberry is coming to Dallas. This winter, says the publicist. Still, it's "fun" to read the official release. Take 'er away, Pinkberry publicist!:

Pinkberry announced today plans to expand into Texas, with the first market opening in Dallas. The franchising agreement with Saxton Pierce Restaurant Corporation will begin the US expansion outside of California and New York.

“Adding a franchise partnership in Texas is a big step for the brand, as it marks a significant expansion into a new area of the United States,” says Ron Graves, Pinkberry CEO. “We are methodical about where we expand and who we partner with – the Saxton Pierce Restaurant Corporation has 25 years of multi-unit experience and we share like-minded values resulting in a common approach and focus on providing an exceptional employee and customer experience.”

This announcement comes after Pinkberry just recently disclosed it had signed expansion agreements with the M.H. Alshaya Co for stores in the Middle East, HMS Host for the LAX airport, and other agreements for rapid expansion in Northern California.

“We are excited to work with Pinkberry and look forward to establishing an enduring brand in the heart of Texas,” says Kelly Saxton, president and founder of Saxton Pierce

Restaurant Corporation. “We’ve done our homework on the frozen yogurt category – and the Pinkberry brand, product and management team is second to none.”

Pinkberry is home to Swirly Goodness – the premium frozen yogurt that reinvented the US frozen yogurt category in West Hollywood, Calif., in January 2005. Inspired by European gelaterias and yogurterias and America’s ice cream pastime, Pinkberry provides a social experience that indulges the senses. Part of a healthier snacking routine, Pinkberry’s distinctive flavors are expertly crafted to complement its high quality, daily fresh-cut fruit and dry toppings and offer an irresistibly tangy, incomparably refreshing taste and so light it leaves you craving more. Pinkberry is certified by the National Yogurt Association and carries the Live & Active Cultures Seal. Get your taste of Swirly Goodness by visiting their [Web site](#).

Source: Pinkberry



Comments



nina_chawla ANONYMOUS

Finally!!!!!! I go to Pinkberry everytime I'm in LA.

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Travis Bush VERIFIED

You can taste their website? And here I was pining for smellivision..who

knew?
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Yawn.

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Double yawn.

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DC ANONYMOUS

The thing I like about leaving San Diego and coming back to Dallas is no Pinkberry. I guess that's over.

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Jason Rice VERIFIED

::You can taste their website?

Three time winner of "Y-Chromosome Free Product of the Year"

Lord! They make Whole Foods look like a marauding band of bloodthirsty Celts!

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chrisdanger ANONYMOUS

Pnkberry actually is pretty decent, tart, yet slightly sweet. The "knock-offs" in this market are just that, knockoffs. The original is the best and its a good thing they're invading the market. But, the big question is: Will they stay longterm or pull a Carvel and run away at the first sight of competition?

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Tracy Yost VERIFIED

Never had it but it must be good because, according to their website, they only have 3 flavors of frozen yogurt, and 2 smoothies. And some toppings.

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