

PRESS RELEASE



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Yogurtopia opens new location in downtown Brighton
Grand opening celebration set for April 21

Brighton, Mich., March 15, 2015 – Yogurtopia, a Michigan-grown self-serve frozen yogurt restaurant, bakeshop and coffee bar franchise, is coming to downtown Brighton and opening its doors to the public with a grand opening party on Thursday, April 21 from 4 p.m. to 8 p.m.

“We’re so excited to be joining the tight-knit family-oriented community of Brighton and are excited to meet our new neighbors,” said Sam Abbas, founder of Yogurtopia. “Yogurtopia was created as a fun space for the community to get together to delight in a menu of all-natural, healthy options and downtown Brighton is the perfect fit.”

Abbas founded Yogurtopia at the age of 24 and launched the first store in Arizona in 2010, where he was living at the time. Itching to return to his home state of Michigan, the Dearborn native brought Yogurtopia to Michigan and moved back to his hometown in 2013. Now headquartered in Dearborn, Yogurtopia has grown to four locations across the United States, with Brighton marking its fourth location and second franchised location.

“Brighton has always held such a special place in my family’s hearts and I’m so thrilled to be opening a shop here,” said Cindy Totten, franchise owner of the Brighton Yogurtopia location. “We’re located right across from the Imagination Station, a place I used to take my own children when they were young. We have many fond memories of spending time there. I hope Yogurtopia will be a part of fond memories for young families.”

The new franchise locations have been custom designed to fit the communities they serve. While each has a unique look and feel, the ingredients remain the same. The menu includes Yogurtopia’s all-natural custom blend of self-serve frozen yogurt and toppings, as well as several other in-store options such as crepes, 100 percent organic coffee and espresso, 100 percent organic smoothies and fresh baked goods.

Yogurtopia invites the entire community to come out from 4 p.m. to 8 p.m. on Thursday, April 21 to celebrate the grand opening of the new Brighton location at 332 West Main St. The family-fun event will include music, face painting, special discounts and photo opportunities with Miley the Yogurtopia mascot.

Brighton Mayor Jim Muzzin will welcome guests with a special ribbon cutting ceremony scheduled at 5 p.m. and local celebrities will be on-hand as guest baristas. Proceeds from their sales will benefit Livingston’s Love, Inc. In addition, Yogurtopia is offering a special buy-one-get-one-free deal for all frozen yogurt orders during the event.

Classes, school groups and teams are encouraged to attend the grand opening, take a group photo, and tag it with #WelcomeToYogurtopia on Facebook, Instagram or Twitter. Each group shot using the

hashtag will be entered to win free frozen yogurt for a whole year. Details will be posted at the event, and the winner will be chosen the following day.

About Yogurtopia

Yogurtopia is a self-serve frozen yogurt restaurant, bakeshop and coffee bar franchise, based in Dearborn, Michigan. Known for having the finest frozen yogurt blends, the tastiest, healthiest toppings, and a soothing, upbeat family-friendly atmosphere, Yogurtopia is a community favorite all year round. Founded in 2010 by Dearborn, Michigan-native Sam Abbas, Yogurtopia has grown to offer 4 locations throughout Arizona and Michigan. Yogurtopia strives to be an integral part in its communities, promoting health and education, and providing memories and yummy treats. Delivering quality, comfort and affordability...*Yogurtopia, the Perfect World*. To find a Yogurtopia near you, visit www.yogurtopia.com, or follow them on [Facebook](#), [Twitter](#) and [Instagram](#).

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