



EAST NEIGHBORS

Serving the Communities East of the City of Syracuse, New York

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- East Neighbors Home
- About This Blog
- Neighbors East Forum
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Latest Posts

- Frozen Yogurt chain to open store at ShoppingTown in DeWitt In tomorrow's East Neighbors
- Student Stars: East Syracuse-Minoa hosts Indoor Percussion Contest set at ES-M
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- NPG workers reject new contract at DeWitt plant

Categories

- Achievers (RSS)
- Cazenovia (RSS)
- Chittenango (RSS)
- DeWitt (RSS)
- East Calendar (RSS)
- East Entertainment Listings (RSS)
- East Living (RSS)
- East Parks (RSS)
- East Syracuse (RSS)
- Fabius (RSS)
- Fayetteville (RSS)
- Jamesville (RSS)
- LaFayette (RSS)
- Madison County (RSS)
- Magazine (RSS)
- Manlius (RSS)
- Minoa (RSS)
- Neighbors East (RSS)
- Neighbors East schools (RSS)
- Photo galleries (RSS)
- Police Blotter (RSS)
- Pompey (RSS)
- Schools-Bishop Grimes (RSS)
- Schools-Cazenovia (RSS)
- Schools-Chittenango (RSS)
- Schools-Christian Brothers Academy (RSS)
- Schools-East Syracuse Minoa (RSS)
- Schools-Fabius-Pompey (RSS)
- Schools-Fayetteville-Manlius (RSS)
- Schools-Jamesville-DeWitt (RSS)
- Schools-LaFayette (RSS)
- Schools-St. Daniel-St. Matthew Academy (RSS)
- Schools-Tully (RSS)
- Tully (RSS)

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Frozen Yogurt chain to open store at ShoppingTown in DeWitt

Posted by [The Post-Standard](#) March 18, 2009 4:56PM

In today's [Retail Notebook](#), Bob Niedt reports that frozen yogurt chain [Yogen Fruz](#) plans to open a new store in DeWitt's [Shoppingtown Mall](#). The chain also plans a store at the Great Northern Mall, in Clay.

Yogen Fruz bills itself as "the largest international chain of frozen yogurt with probiotics," and plans to bring eight of its frozen yogurt-and-fruit stores to the Syracuse market. The Shoppingtown store is scheduled to open in June, according to the company.

George Traikos, the franchisee of Yogen Fruz for Upstate New York, has plans for 100 stores stretching from Buffalo to Albany. The first store opened in November in Eastview Mall near Rochester. Traikos is still looking for locations for the other six stores planned for the Syracuse market.

Yogen Fruz is frozen yogurt - low-fat, nonfat or no-sugar-added - blended with a choice of 16 varieties of frozen fruit. The yogurt, the company says, contains healthy probiotic cultures.

Read more about Shoppingtown's recent struggles [here](#).

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