

Yogen Fruz Opens at Eastview Mall

by Amy Young
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A new frozen yogurt shop opened at Eastview Mall in Victor on Black Friday.

Yogen Fruz is now serving up everything from yogurt drinks to ice cream made of yogurt.

Upstate franchisee George Traikos owns the shop. He plans to open 14 more Yogen Fruz stores in the Rochester market in the coming months.

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Owner plans more stores in Rochester.



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