

# The Daily Record

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## **Yogurt chain expanding in Rochester region**

Yogen Früz, the largest international chain of frozen yogurt with probiotics, announced today that its master franchisee, YF of Upstate New York, plans to open 15 new stores in the Rochester market.

The first is set to open at Eastview Mall in late November, bringing with it nine new jobs.

Owners George and Katia Traikos plan to bring 100 Yogen Früz stores to the region and 53 New York counties within the next five years, initially focusing on the Rochester, Syracuse and Buffalo markets.

The company is headquartered in Davie, Fla. and has offices in Rochester.