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Pinkberry opens 1,200 s/f store in Hingham - first in Massachusetts

September 22, 2010 - Retail

Pinkberry, the tart premium frozen yogurt brand, opened its first Massachusetts store recently at Derby Street Shoppes. With the addition of the Hingham store, Pinkberry will reach more than 95 locations worldwide across the following markets: Atlanta, Bahrain, Charlotte, Dallas, Denver, Dubai, Los Angeles, Maui, Mexico City, New Orleans, New York, Orlando, The Bay Area and Sacramento. "We are very happy to kick off the back-to-school season in Hingham," said CEO Ron Graves. "The bustling community of the Derby Street Shoppes is the perfect place to introduce the Pinkberry experience to Cape Cod area commuters and South Shore families who frequent this family-friendly shopping complex."

Southern New Englanders will recognize longtime dairy farm and milk producer Garelick Farms as Pinkberry's local source of fresh nonfat milk and yogurt that is rBST hormone-free for its Pinkberry Frozen Yogurt, Fruit Parfaits and Smoothies. "For over 75 years Garelick Farms has provided New Englanders with the purest milk possible. We are thrilled to be the exclusive source of milk for such a high quality brand," said Laura Szeliga, vice president of marketing, Garelick Farms.

The 1,200 s/f Hingham store will offer six Pinkberry flavors: the signature tart original, rich and indulgent chocolate, smooth coconut, fruity mango, super-tart passionfruit and bold pomegranate. On any given day customers can have their choice of over 30 toppings including fresh fruit cut daily, organic gummy bears with no high fructose corn syrup, all natural honey almond granola, rich premium Belgian chocolate shavings and 100% pure pomegranate juice.

The day began at 10 a.m. with a ribbon cutting ceremony with Pinkberry Massachusetts franchise owners, executives from the Derby Street Shoppes' WS Development, and Hingham officials. Throughout the fun filled day, prizes were offered including t-shirts, Pinkberry gift cards, Pinkberry Party Packs, and concert tickets.

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