



*Fuel your body. Feed your soul.*

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FOR IMMEDIATE RELEASE

## **EarthFruits Yogurt Celebrates Grand Opening by Partnering with Local Boys and Girls Club to Provide Meals for Individuals at Food and Care Coalition**

***EarthFruits Yogurt contributes \$1 from every yogurt sale during grand opening festivities to Boys and Girls Club of Utah County***

**SALT LAKE CITY** (September 18, 2010) — EarthFruits Yogurt ([www.earthfruitsyogurt.com](http://www.earthfruitsyogurt.com)), an imaginative new self-serve frozen yogurt concept providing healthy and eco-friendly products, celebrated the official grand opening today of its flagship location by partnering with the Boys and Girls Club of Utah County to make 50 healthy meals and 100 yogurt desserts made with real fruit for the Food & Care Coalition.

“EarthFruits Yogurt's core philosophy is based on giving back to the local community, which is why we felt it was so important to make a difference for two meaningful and life-changing organizations in our area, especially as part of our grand opening,” said Keith Gerson, certified franchise executive and chief operating officer of EarthFruits Yogurt. “An ongoing franchise commitment, we will continue to serve in our local communities not only by providing healthy, all-natural yogurt, but by engaging in vital causes that will truly make a difference in the lives of others.”

The EarthFruits Yogurt flagship store and worldwide training center, located at 44 East 1230 North in Provo, also kicked off the grand opening of the franchise by giving away a year's supply of yogurt to the first 100 people in line. The total value of the giveaway was \$26,000 based on 52 yogurts per customer for the year. In addition, EarthFruits Yogurt hosted many grand opening activities as a thank you to its customers, such as Brazilian face painting, Brazilian martial arts and dancing, a live band, a hands-on Amazon “Creature Encounter” featuring exotic and rare animals, and special appearances from BYU mascot “Cosmo the Cougar.”

EarthFruits Yogurt offers a self-serve model that allows customers to select from 18 exotic and classic flavors that are tart, tangy or sweet and then choose from more than 80 topping choices. EarthFruits Yogurt offerings include flavors made from some of the most nutritious super fruits, like acai, mangosteen and cacao, from rainforests around the world. These fruits are combined to make premium flavors such as Brazilian Acai Blueberry, Macaw's Mango, Planet Pomegranate, Rainforest Raspberry, Amazon Vanilla made with mangosteen and Chocolate Karma made with cacao. Each one-half cup yogurt serving averages 100 calories.

As part of the one-world social mission, for every ten yogurts purchased per customer, EarthFruits Yogurt will plant a tree to replenish the rainforest, along with providing a free yogurt and a certificate suitable for framing. EarthFruits Yogurt team members will also demonstrate social responsibility by educating students and community groups on nutrition and the importance of preserving the rainforests.

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### **About EarthFruits Yogurt**

EarthFruits Yogurt is the only grower, producer and distributor capable of bringing the world's healthiest, most potent fruits together and transforming them into naturally delicious frozen yogurt treats. EarthFruits Yogurt provides customers with a nutrient-rich food that not only is full of antioxidants but also boosts immune and energy levels. Owned and operated by Sopra Brands, EarthFruits Yogurt uses a self-serve model that allows customers to choose from a variety of all-natural yogurt flavors, many made from the world's most nutritious and exotic fruits and more than 80 premium toppings. For more information, visit [www.earthfruitsyogurt.com](http://www.earthfruitsyogurt.com).

### **About Sopra Brands**

Based in Salt Lake City, Sopra Brands acquires companies and provides management and consulting services to companies in the franchise industry. Boasting an executive team with nearly 100 years of combined franchise experience, Sopra Brands has built several franchise organizations, adding thousands of units to these companies while consistently increasing franchisee revenues by more than twenty-five percent and increasing franchisee approval ratings to more than ninety percent. The team has worked with more than 300 franchise organizations to bring top industry leaders into their organizations and has solid industry relationships with companies and executives alike. For more information, visit [www.soprabrands.com](http://www.soprabrands.com).

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