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Pinkberry to invade Corona, California soon (08/01/07)

Pinkberry is a chain of frozen dessert stores primarily located in Los Angeles, California. Pinkberry serves a variety of frozen treats. It is slated to open in The Promenade Shops at Dos Lagos sometime in late 2007.

Perhaps it will not be Earth-shattering, nor will it outpace the Beatles invasion in the 1960's but the (in)famous Pinkberry that you know (or not) from the Hollywood scene is coming to Corona, CA. Pinkberry is where some of your Hollywood-ers like Kirsten Dunst, Salma Hayek, Jerry Seinfeld, Leonardo DiCaprio, Paris and Perez Hilton go to eat and be seen.

Pinkberry serves Yogurt, Smoothies and Shaved Ice. Yogurt by definition is "*milk fermented by bacteria to give a tangy or slightly sour flavor and a lightly set or thick and creamy consistency.*" Recently, a customer of Pinkberry's filed a lawsuit stating that their product does not meet the California Department of Food and Agriculture's definition of frozen yogurt because it does not contain the necessary amount of bacterial cultures per ounce. My view-point...who cares when you are staking piles of Oreos on it anyway!

An excerpt Fortune Magazine reads: "*Pinkberry won't discuss sales, but with upwards of 1,500 customers per location per day, one store could easily bring in \$250,000 a month. (A typical unit for TCBY, the granddaddy of yogurt chains, does about \$200,000, according to restaurant consultancy Technomic.) There are 21 Pinkberry locations in L.A. and New York, with plans for 50 by year-end. Co-founders Shelly Hwang, 33, and Young Lee, 43, say they turned a profit on their first store four months after opening it.*"

Here's something to chew on before they arrive:

Number of flavors: 2 (Plain or Green Tea)

Toppings: Kiwi, Cap N' Crunch, Raspberries, Yogurt Chips, Almonds, Pineapples, Blackberries, Cookies N' Cream, Bananas, Carob Chips, Coconut, Mango, Granola, Fruity Pebbles, Chocolate Chips, Blueberries, Coco Pebbles and Strawberries.

Average Cost: \$5.50

High-end Average Cost: \$10.00

Convinced yet? Hungry...come on, you know you are itching for the Green Tea with a helping of Coco Pebbles and finish it with Bananas. No?

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