

FOR IMMEDIATE RELEASE

FREE gelato anyone? Celebrate the grand opening of **Froshberg Gelato** at **Upper Canada Mall** by creating your own gelato masterpiece – for free!

Toronto – October 4, 2011

Do you love gelato? Then you are in luck! **Froshberg Gelato**, a unique gelato boutique arrives in Newmarket at **Upper Canada Mall** this October.

To celebrate the grand opening, **Froshberg Gelato** invites one and all to savour the **Froshberg** experience – for free! On **Friday, October 14th, from 4-6pm**, join us for a complimentary serving of **Froshberg Gelato** located by the main entrance of **Upper Canada Mall**.

Made from natural ingredients, gelato is a healthy frozen dessert which is both lower in fat and calories vs traditional American ice cream. While ice cream is generally produced with cream, gelato is made from milk or water, resulting in lower calories and fat. At **Froshberg**, all gelato creations are handcrafted onsite daily, using only the finest and freshest ingredients. Sugar-free and dairy-free options are always available.

**Upper Canada Mall** will be home to **Froshberg Gelato's** revolutionary new self-serve soft gelato concept where you are invited to create your own gelato masterpiece. Choose from a selection of featured gelato flavours and create your masterpiece by selecting signature toppings ranging from freshly cut seasonal fruit, natural and healthy options including nutritious nuts, dried fruit and granola, and indulgent treats including a selection of candies, chocolates, sweets, brownies and more!

Satisfying both the health conscious and the indulgent across all age groups, **Froshberg Gelato's** self-serve bar is a 'weigh and pay' concept where customers personalize their gelato size, flavour and toppings and pay per ounce. Frozen drinks are also personalized 'weigh and pay' creations.

**Froshberg Gelato** is a Canadian company that is expanding nationally with both self-serve and traditional serve franchises. It is the newest concept in the **Crepe Delicious** family, Canada's fastest growing mall-based creperie, specializing in world-class sweet and savoury crepes. As a perfect complement to the specialty crepe business, **Froshberg Gelato** first launched alongside **Crepe Delicious** in Fall 2010, in Brampton, Ontario.

Father and son franchisee team, Ahmad and Kody Mahfoud are no strangers to **Upper Canada Mall**. "We opened **Crepe Delicious** in **Upper Canada Mall** in 2005 and the mall is our second home. We are excited to bring **Froshberg Gelato** to our customers. The grand opening event is a great way to bring something fun and new to **Upper Canada Mall**."



**Crepe Delicious** and **Froshberg Gelato** founder and chef **Oded Yefet** embarked on an international journey to search for the perfect addition to the vibrant North American quick service restaurant industry. His travels took him across the globe from Western Europe to Far East Asia, with stops through North Africa. When he was on the streets of Paris, he saw street vendors serving crepes, as an alternative to North America's typical hotdog. **Oded Yefet** took this elegant yet simple concept, combined with over twenty years of hotel and restaurant experience and created **Crepe Delicious** followed by **Froshberg Gelato**.

#### **Froshberg Gelato Locations:**

##### **Traditional serve Locations**

- Coquitlam Centre (Coquitlam, BC)
- Centennial Place (Calgary, AB)
- Bramalea City Centre (Brampton, ON)
- Toronto Eaton Centre (Toronto, ON)
- St. Laurent Centre (Ottawa, ON) – Fall 2011

##### **Self-serve Locations**

- Cambridge Centre (Cambridge, ON)
- Upper Canada Mall (Newmarket, ON)

-30-

Available for interviews:  
Founder and Chef Oded Yefet

For more information, please visit:  
[www.froshberg.com](http://www.froshberg.com)  
[www.crepedelicious.com](http://www.crepedelicious.com)

##### **For media inquiries, please contact:**

**Talya Gaborieau**  
VP Marketing, Crepe Delicious / Froshberg Gelato  
[talya@crepedelicious.com](mailto:talya@crepedelicious.com)  
416.230.7607

