



## PRESS RELEASE

### **Yogorino is off to conquer South Korea**

*The unique and unmistakable taste of frozen Yogurt from Yogorino has led to fresh collaboration with a Korean partner.*

The **first Yogorino store in South Korea** was inaugurated on 16 July last. It is located in Seogyo-dong, a metropolitan area south-west of Seoul, renowned for the prestigious Hongik University and for its artistic elements. Crowds of people attended the opening event to visit the new shop, try out Yogorino products and meet the famous **Korean rapper, Zico!** The artist, well-known to all the young people in Korea and also further afield, has been the recipient of countless awards in recent years including: Fashion Icon of the Year, Best Rap Song ... and has been chosen as the **ambassador for Yogorino**. It will be possible to receive promotional items signed by Zico and – why not? – get a chance to meet him in one of the brand's sales stores!





Emboldened by the **popularity obtained in other Asian countries like Japan**, Yogorino decided to set off on this new adventure in a very large market with great unexpressed potential.

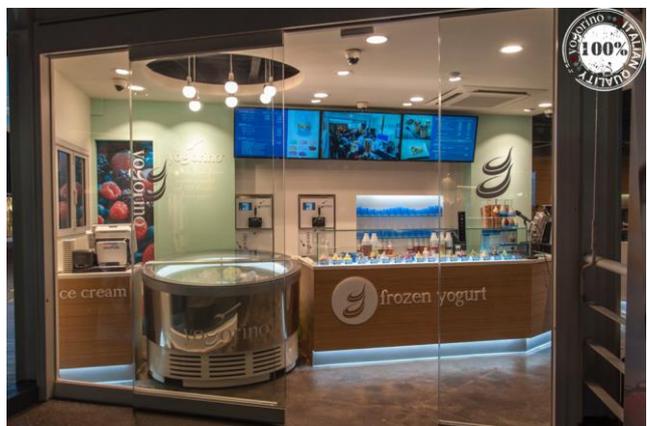
The shop located in Seogyo-dong occupies two floors: a direct sales area and a very spacious one with seating for savouring Yogorino specialities at leisure: **frozen yogurt, ice cream, coffee**, cakes and lots more ....

For its debut in South Korea, Yogorino sealed a new **master franchising** deal with the local company, ITALYO KOREA, which has drawn up a ten-year development plan that envisages opening around one hundred stores, corner shops and kiosks in the country's main shopping centres starting already in the next few months.

The siting at Mapo-gu, a district to the west of Seoul to which it is well connected, provides great opportunities: the area, considered to be one of the youngest and most creative in the whole of Seoul, is experiencing strong commercial expansion and is considered to be one of the city's hottest spots.

And so Yogorino Seoul joins our South-east Asian branches in Japan.

Welcome Yogorino Seoul!





*"Present since 1993 with hundreds of stores all over the world, Yogorino is an innovative and transparent project: a solid franchising network of sales stores organised with a fresh and dynamic image, suitable for wide-ranging types of business, it proposes products that satisfy healthy, balanced and natural eating."*

For further information:

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