



Frozen Yogurt Sensation Coming to Napa

Yo'Belle Yogurt! Come! See! Taste! Be part of a sweet beginning, as the newest frozen yogurt sensation opens its doors to the public in beautiful Napa. Yo'Belle is pleased to announce the grand opening this Wednesday October 27th, located inside the Bel Aire Plaza, adjacent to Whole Foods Market, situated between Copperfield's Books and Barbers Q Restaurant.

Yo'Belle is a gourmet self-serve frozen yogurt shop, offering patron 12 classic creamy or tart flavors, all made from high-quality, and all-natural ingredients. Certified by the National Yogurt Association to have live and active cultures, Yo'Belle frozen yogurt is calcium and protein rich, and contains probiotics to enhance the digestive system and overall health and well-being. The toppings bar allows everyone to customize their healthy treat with their choice of fresh fruits, nuts, cookies, and fresh-cut candies.

The store offers a light and bright design that boasts a clean, vibrant and welcoming environment, sure to energize all kids, from one to 100! Using only high-quality porcelain and glass tiles, LED lighting, and custom-design furniture, Yo'Belle is the perfect place to come to relax and enjoy a great-tasting and healthy treat.

Based in Longwood, Florida, Yo'Belle combines a sweet, healthy and refreshing snack, with the healthy-eating opportunities Northern California residents expect. With Napa as the flagship west-coast store, Yo'Belle is soon to announce new stores in other premier northern California locations. Future store sites include Petaluma, Sonoma, Santa Rosa and Emeryville. We look forward to seeing you soon at one of our happy and healthy yogurt shops. Read more about us at www.yobelle.com.

FOR IMMEDIATE RELEASE
October 25, 2010

Store Address
3900E Bel Aire Plaza
Napa, CA 94558
707-226-1899

Store Hours:

Mon-Thurs, Sun 11AM-9PM
Fri & Sat 11AM-10PM

