



For Release: Monday, September 15, 2014

## **goji's Frozen Yogurt Continues Expansion with New Location at East Point Shopping**

Saint John, NB – New Brunswick based **goji's Frozen Yogurt** is growing again with the addition of its 12<sup>th</sup> Canadian location at East Point Shopping. **goji's Frozen Yogurt** is a New Brunswick success story that began with an idea for a hobby business and has evolved into a multi-store franchise on a strong growth trend across Canada.

The new Saint John store scheduled to open on Saturday, September 20<sup>th</sup> and is located in the East Point Shopping area directly across from the TD Canada Trust bank.

The brainchild of Moncton sisters Janette Zacharias and Carol Wirsz, **goji's Frozen Yogurt** opened its first store in Dieppe in December 2012. Less than 2 years after its founding goji's is now franchising outlets nationally with a dozen locations now open in Nova Scotia, Prince Edward Island, Alberta, British Columbia as well as New Brunswick. **goji's Frozen Yogurt** is an entrepreneurial success story based on the simple principle of striving for excellence as they welcome customers to their unique boutique atmosphere locations.

**goji's Frozen Yogurt** is a self serve frozen yogurt store offering exclusive, healthy premium products including naturally flavored yogurts, dairy free products such as almond milk yogurt and sorbets, rich, creamy Italian gelatos and real fruit smoothies. Capitalizing on a growing consumer demand for healthy eating choices, **goji's Frozen Yogurt** is succeeding with its blend of quality products and customer oriented service.

**goji's Frozen Yogurt** Saint John store will be located in the East Point Shopping area next to Tip Top Tailors and Mr. Big & Tall Menswear. This new self-serve location will offer 14 soft serve varieties of frozen yogurt and over 50 toppings.

East Point developer Troy Northrup is looking forward to welcoming **goji's Frozen Yogurt** to their new location in Saint John. "We are very pleased that **goji's Frozen Yogurt** has chosen East Point as the newest location for their franchise here in Saint John. East Point Shopping strives to deliver a unique customer experience and **goji's Frozen Yogurt**, with their reputation for excellent products and customer service, will be a great addition to the wide range of stores and services offered at East Point."

East Point Shopping ([eastpointshopping.ca](http://eastpointshopping.ca)), established in 2006 with the opening of Home Depot, is prominently located on its distinctive mountain-view location overlooking East Saint John. The East Point Shopping destination is now home to a wide variety of fashion retailers, hospitality and specialty stores including Atlantic Canada's largest Costco, New Brunswick's only Indigo Books & Music, Princess Auto, GAP Factory Store, Hampton Inn and Suites, Montana's Cookhouse, Starbucks, Wok Box and TD Canada Trust. Le Chateau, Sally Beauty, Nakai Spa, Roots 73, Moore's, Wicker Emporium, Tip Top Tailors, Mr. Big & Tall, Fairweather and International stores round out the lineup of retail outlets at East Point.

For additional information contact:

Troy Northrup	or	John Wheatley	or	Janette Zacharias
East Point Inc.		East Point Inc.		goji's Frozen Yogurt
506-634-5711		506-634-5711		506-961-1694