



Press Kit/2007

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Welcome /

Dedicated to providing a healthy alternative to your dessert cravings, Cefiore is its own distinct entity in the frozen yogurt industry. At only twenty-five calories per ounce, the time and dedication that goes into creating this unique Italian non-fat yogurt is unmatched by its competitors.



Catering to the busy lifestyles of health-conscious fro-yo consumers is more than just a mission, it is Cefiore's forte. Why wait in long lines? Cefiore understands how valuable your time is and seeks to provide quick and friendly service at your convenience. Since its grand opening, Cefiore

has set out to provide quality frozen-yogurt, along with unmatched friendly customer service.

Our Product /

Only pure and simple ingredients, like non-fat milk and yogurt, are used to create Cefiore's signature frozen-yogurt treat. For being low in the calorie count (at only 25 calories per ounce), this non-fat frozen yogurt is huge in flavor. Indulging in this delectable treat even has its health benefits, since Cefiore's all-natural yogurt naturally yields high-calcium and iron-count. The flavor of Cefiore yogurt is truly distinct. With just the perfect amount of tart, the smoothness and creaminess of the yogurt tickles the most sensitive of taste buds.

YOGURT

Original:
Small: \$2.50
Medium: \$3.50
Large: \$5.75

Green Tea/ Blackberry/ Raspberry-
Pomegranate:
Small: \$3.25
Medium: \$4.25
Large: \$6.75
(*can be swirled free of cost)

Each Topping \$0.95

YOGURT SNOW ICE

Choice of 5 Toppings

Original \$6.25
Green Tea/ Blackberry/ Raspberry-
Pomegranate \$6.75

YOGURT SMOOTHIE

Fresh Fruits \$4.75
Green Tea \$4.25

TRELEELA TEA

\$2.25(hot) \$2.55(cold)

Green Tea
Assam Black
White Lemon
Hibiscus Ginger Orange
Spearmint Lavender

LAVAZZA COFFEE

Café Latte \$3.00(hot) \$3.50(cold)
Cappuccino \$3.00(hot)
Americano \$2.00(hot) \$3.00(cold)
Espresso \$2.00

Toppings /

FRUIT

Banana
Blackberry
Blueberry
Strawberry
Cantaloupe
Kiwi
Mango
Pineapple
Raspberry



TREATS

Almond Nut
Mixed Nut
Chocolate Chip
White Chocolate Chip
Granola
Oreo Cookies
Fruity Pebbles
Mocchi

Our Style /



Our Style /



Locations /

1. Japanese Village Plaza Mall
134 Japanese Village Plaza Mall
Los Angeles, CA 90012
Tel: 213-626-0806

2. Honolulu, Hawaii
801 Kaheka St
Honolulu, Hawaii 96814
Tel: 808-955-7780

3. North Hollywood
5166 Lankershim Blvd #D
North Hollywood, CA 91601
Tel: 818-760-1951

4. Ala Moana, Hawaii
1450 Ala Moana Blvd #1290
Honolulu, Hawaii 96814
Tel: 818-541-9119

5. Newport Beach
3305 Newport Blvd #B
Newport Beach, CA 92663
Tel: 949-566-0048

6. La Crescenta
3051 Foothill Blvd
La Crescenta, CA 91214
Tel: 818-541-9119

7. Encino
17200 Ventura Blvd #116
Encino, CA 91316
Tel: 818-783-7030

8. Buena Park
5231 Beach Blvd
Buena Park, CA 90621
Tel: 714-994-1099

9. Rainbow Village
7380 S. Rainbow Blvd #101
Las Vegas, NV 89139
Tel: 702-270-0557

Near Future

- 18. Irvine, CA
- 19. Fullerton, CA
- 20. Westwood, CA
- 21. Sunset, CA
- 22. Manhattan Beach, CA
- 23. Arcadia, CA (Pavilion Mall)

10. Louisville
1500 Bardstown Rd #G
Louisville, KY 40205
Tel: 502-458-8679

11. Rowland Heights
1737 A Fullerton Rd
Rowland Hts, CA 91748
Tel: 626-810-9559

12. Hollywood
6922 Hollywood #107
Los Angeles, CA 90028
Tel: 323-465-9097

13. Huntington Beach
200 Main St #109
Huntington Beach, CA 92648
Tel: 714-536-5772

14. Huntington Beach
6846 Edinger Ave
Huntington Beach, CA 92647
Open: August 2007

15. Silverado Ranch
9770 S. Maryland PKWY #8
Las Vegas, NV 89139
Open: August 2007

16. Arcadia (Westfield Santa Anita Mall)
400 S Baldwin Ave #D3
Arcadia, CA 90621
Open: August 2007

17. Seattle
111 Lake St
Kirkland, WA 98063
Open: August 2007

Future Projects(30+in 2008)

- 24. Bellevue, WA
- 25. Beijing, China (3+)
- 26. Taipei, Taiwan
- 27. Singapore
- 28. Philippines
- 29. New York City (3+)
- 30. San Diego, CA
- 31. Phoenix, AZ
- 32. Woodland, TX
- 33. San Francisco, CA
- 34. Toronto, Canada

Recent Press /



BUSINESS, POLITICS, ARTS, CULTURE

Photo by Gary Leonard.

Little Tokyo's Cold War

As Yogurt Empire Pinkberry Moves in, Céfiore Throws Down the Gauntlet

by Kathryn Maese

Whether you call it friendly rivalry or just healthy competition, make no mistake: Little Tokyo is about to have a cold war on its hands. The brinkmanship has already begun.

Little Tokyo's Céfiore (pictured) will face off with Pinkberry when the latter frozen yogurt chain opens across the street. Each expects to freeze out the competition with their brand of the icy treat.



It all started a few weeks ago when representatives of the frozen yogurt shop Céfiore sent out an email with the subject line “There Goes the Neighborhood!” Céfiore, which debuted last summer (it was then known as Fiore) in the outdoor mall Japanese Village Plaza, had planned to stage its “official” grand opening and usher in summer with a blowout event in May.

But then Céfiore officials got word that the ubiquitous fro-yo chain Pinkberry, which has launched a major expansion throughout the region, is setting up shop less than 50 feet away on Second Street. Indeed, the windows in its new corner shop have been papered for the last few months with Pinkberry's signature swirl and a sign reading, “Opening soon.”

“To demonstrate Céfiore's superiority to our rival, Pinkberry, we have no choice but to postpone the event until the first weekend of summer,” emailed Tyler Barnett, a spokesman for the company. “For the sake of friendly competition, we must wait for their doors to open, to allow the customer to decide whose cuisine reigns supreme!”

www.cefiore.com

Recent Press /

The references to the Food Network's "Iron Chef" showdown were unmistakable. Barnett was throwing down the gauntlet.

During a phone interview with the feisty yogurt spokesman, the posturing only intensified.

"Céfiore is Pinkberry's only real competition," he asserted. "We feel we are the only ones who have the power to overtake them. We're prepared to do an actual taste-off, kind of like the Pepsi-Coke challenge. In my opinion Céfiore's quite a bit better. I'm a bit biased, of course."

But would Pinkberry accept the challenge on June 23, when Céfiore plans to launch its cold war?

Though calls to the manager of the Little Tokyo Pinkberry were not returned, excitement is already building for the new store. While Céfiore has more flavors and will swirl in any size, die-hards are hooked on the trademark sour bite of Pinkberry's yogurt, also known as "Crackberry."

Food blogger Collen Cuisine is a self-described "Pinkberry addict" who conducted her own taste test of the two yogurts when Céfiore first opened. "Pinkberry's yogurt is more sour, guaranteed," she blogged. "Fiore's tastes somewhat sour at first bite, but about halfway through, the sourness seems to disappear. It seems subtle, but when you eat Fiore and Pinkberry side-by-side, the difference is remarkable.

"Second, Fiore's yogurt has more water in it, which gives it a slightly icier texture than Pinkberry. The mouthfeel of Fiore's yogurt is like a good Italian ice meets gelato: it's creamy and stiff, but when it melts it's more watery. Pinkberry on the other hand has a richer base: it's creamier, not quite as stiff as Fiore, and when it melts the consistency is thicker and milkier."

While one blog has spoken, the head-to-head competition for business could become fierce. Within Japanese Village Plaza alone, there is a gelato shop, an ice cream counter and a mochi vendor.

In the past year, Little Tokyo has experienced a retail and residential resurgence, as pricey sneakers stores, trendy restaurants and high-end apartments have opened. As a result, the small community is thriving with increased foot traffic, a fact that could bode well for the competing yogurt outlets.

Indeed, on a recent Saturday night at about 9 p.m., Céfiore was packed with connoisseurs of the tangy non-fat treat. The brightly lit, modern space is decorated with about half a dozen tables with comfy chairs and a few Lucite stools at a counter.

Recent Press /

A digital menu touts the store's four flavors - original, green tea, blackberry and pomegranate-raspberry. Céfiore sweetens its product with Stevia instead of sugar to play up the all-natural, healthy element. But the dessert doesn't come cheap: A large cup will set you back \$5.75 and each topping (there are more than a dozen) costs 99 cents.

"Our portions are bigger, we have a wider selection of toppings and quite a few more flavors," Barnett said. "Pinkberry only has green tea and original.... We're not worried about them."

Céfiore may benefit from some of the Pinkberry backlash created as a result of the chain's rapid expansion, long lines and nightmarish parking at some of its stores, not to mention assertions that Pinkberry's product may not technically qualify as frozen yogurt. But then again, Céfiore is owned by Japanese food giant Todai, which has led some to support the independently owned Pinkberry over the upstart.

"The big turn-off for me is that Fiore is a subsidiary of Todai," wrote food blog Oishii Eats. "Yes, Todai, the Sushi and Seafood Buffet chain. As much as I love that Fiore is closer than the WeHo Pinkberry, I find myself wanting to support Sherry Hwang's woman made business (You go girl!) over Todai's frozen yogurt project."

Much like it did in the 1980s and '90s, the frozen yogurt craze has taken over with a vengeance. And, at least for now, it shows little sign of slowing. On the western end of Downtown, for example, Korean frozen yogurt giant Red Mango (said to have originated two years before Pinkberry) was scouting a retail space in the Vero condo project at 1234 Wilshire Blvd. but opted instead to wait.

Retail broker Marty Shelton, who represents Vero on behalf of NAI Capital, said Korea's second largest yogurt outfit, Yoguberry, is now considering a lease at the new residential building.

"Red Mango looked at the site and passed," he said. "Red Mango is taking its expansion slower. We haven't signed a lease yet with Yoguberry but they are looking."

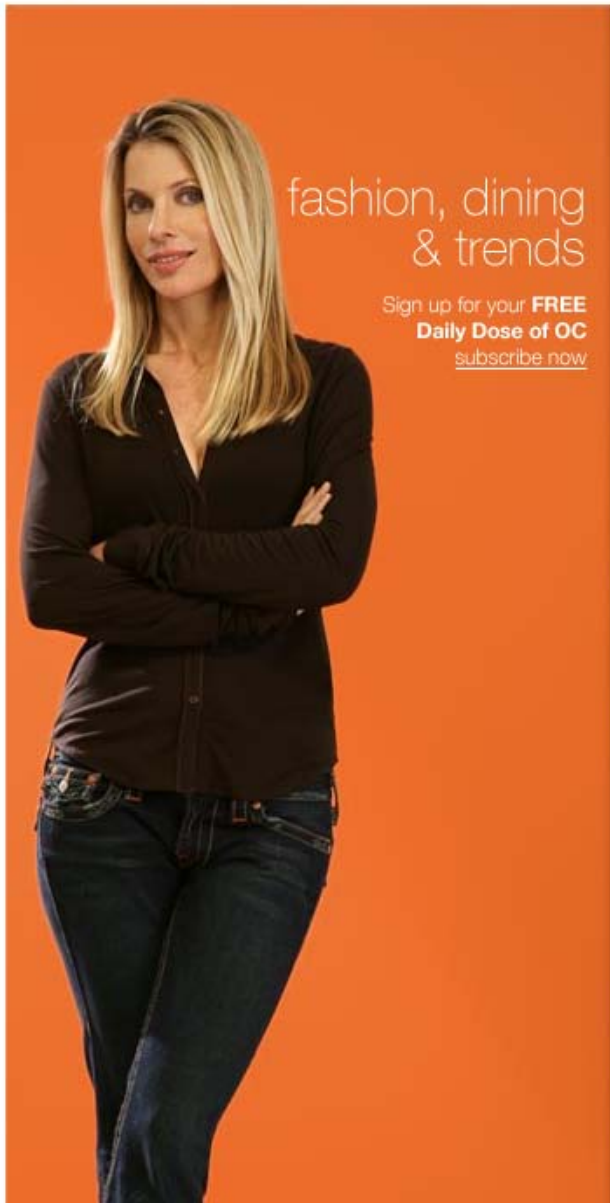
The latest in the growing field of fro-yo contenders to venture Downtown is Kiwiberry. The chain plans to open a store in the California Market Center on Ninth Street, according to the company's signage posted on a soon-to-open store, as well as another location - in Little Tokyo.

Looks like the cold war will get even colder.

Recent Press /



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05.24.07

CAUTION: ADDICTION AHEAD!

www.cefio.com

The new Ce Fiore Italian Frozen Yogurt in Newport Beach is the latest in a string of PinkBerry-like yogurt shops (originating in LA) that serve refreshing, tart plain frozen yogurt. The secret to adding sweetness is in the toppings, and at Ce Fiore you can pile on fresh blueberries, strawberries, raspberries or even Japanese favorites: sweet azuki beans or mini mochis.

We favor the addicting original flavor, but they also offer delicious green tea (made with matcha), blackberry, and incredible raspberry-pomegranate.

You can also order yogurt served over fluffy shaved ice, and there are smoothies and teas sweetened with Stevia extract, a natural sweet herb.

Healthy dessert choices are key here, and even though there's been much squabbling in the press over whether or not this type of yogurt is "real," we just don't care. There's just 22 calories in each ounce, and the flavors are natural.

Ce Fiore is a welcome addition to the OC, and we appreciate the crisp and modern atmosphere.

Opening soon, a Buena Park location at 5231 Beach Blvd.

Open 12 p.m. to 10 p.m. daily. 3305 Newport Blvd. # B in Newport Beach. 949.566.0048.

www.cefio.com

Bloggers Know Best /

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LOS ANGELES AREA

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Best Frozen Yogurt--Cefiore

Forget Pinkberry...i'm in love with Cefiore frozen yogurt. After being a Pinkberry regular, my friends and I decided to go to Cefiore to try something different. And I've officially converted from Pinkberry to Cefiore. Oh my goodness, the ORIGINAL flavor is amazing. One thing that stood out to me about Cefiore yogurt was the smooth and creamy texture. Pinkberry yogurt is icy, so it melts way too quickly. The fruit toppings were so refreshing. Another thing I liked about Cefiore is that they have more flavors than Pinkberry such as Blackberry and Raspberry Pomegranate. And unlike Pinkberry, they'll swirl for you at any size. There are more mix-ins and the price is relatively cheaper. Since the italian yogurt is non-fat and only 25 calories per ounce, I can enjoy this treat everyday. In fact, i'm going there tonight!!! Sweeeet



Vallie Jun 12, 2007 10:33AM

[Permalink](#) | [Reply](#)

11 REPLIES SO FAR

CF's yogurt is tastier than PB's! Also I think their green tea has more matcha flavor than PB's.

re: miffy →



misseatalot Jun 12, 2007 10:26PM

[Permalink](#) | [Reply](#)

They're also coming to hollywood! Right across the Chinese Mann Theatre...

re: misseatalot →




snowy Jun 15, 2007 11:45AM

[Permalink](#) | [Reply](#)

www.cefio.com

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cefiore

★★★★☆ based on 53 reviews

Categories: Desserts, Ice Cream & Frozen Yogurt [Edit]


Neighborhood: Central City
134 Japanese Village Plaza Mall
Los Angeles, CA 90012
(213) 626-0806
www.cefiore.com


Hours:
Mon-Fri 11:00 a.m.-10:30 p.m.
Sat-Sun 11:00 a.m.-11:00 p.m.

Accepts Credit Cards: Yes Parking: Garage, Street

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53 Reviews [First to Review](#)  Sort by



Beth T.
Reviews
Written: 76

★★★★☆ 06/14/2007

After happy hour fried food my friend and I had to rectify the now greasy fatty food traveling through our body with something sorta healthy – and we happened upon cefiore – good! frozen yogurt, no fat, still sweet, excellent choice!

There was no line and the place was hoppin', lots of people were sitting around and the music was so loud that, coupled with the ultra-modern decor, I had to check myself to make sure we didn't accidentally happen upon a travel portal that took us to a club in South Beach. (Good thing because I was soooooo not dressed appropriately!)

The prices are comparable to other frogurt places. I ordered the raspberry pomegranate and my friend had the green tea. It was a bit disconcerting for me – it was fruity, yet creamy and very light tasting....ah the quandry that is frogurt. The green tea was good too, not at all over sweet.

As we headed out into the night at least we could be assured we had done one thing sorta right for our bodies that night and alleviated the sweet tooth all in one small cup of pom-y goodness.

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Matthew K.
Reviews
Written: 175



02/13/2007

Excellent frozen yogurt! Very impressed by the variety of flavors. I got to try the plain, sour, and blackberry flavors. I really liked how the plain and sour differed. I think Pinkberry's yogurt is exactly in the middle of these two. The sour is extremely tart and the plain is very sweet.

Each was unique, but I decided to get a small blackberry with no toppings.

The yogurt is very flavorful, just icy enough to carry the tart/sweet flavor. The blackberry flavoring was so good, I ate the whole thing in a matter of minutes. The service was very nice, as I got to try a sample of three flavors before making my purchase. The manager there was Korean, as expected, so I thanked her and told her that the yogurt here was exceptional.

The decor is Pinkberry-esque, but the seating area is quite large, which is a welcome change from the cramped interiors of the big chain.

Overall, I really like this place and will try to make it out here whenever I'm in Little Tokyo.

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Jim B.
Reviews
Written: 70



06/01/2007

More frozen yogurt! I don't know the genealogy of the frozen yogurt, but they are popping up everywhere.

CeFiore is a bit sweeter than pinkberry and less tart. Both offer same types of toppings. Medium (8 ounces) with three toppings for \$4.95. CeFiore has a buy 9, get one 1 card. The mochi at CF is more doughy. The cup size is wider, but shorter than PB. I did not notice the air bubble in the middle of the yogurt I found at PB, so CeFiore gets my vote.

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Kane T.
Reviews
Written: 19



05/25/2007

LCD monitors. Chic furniture. Hot trendy people.

Ladies and Gents, they're not just selling yogurt, they're selling a lifestyle.

Not that I don't love the starbuck-ization of yogurt (can i even call this yogurt? please don't sue me) but 5-10 bucks for yogurt is kinda absurd after your 50th bowl.

Compared to the other yogurt places, this place isn't bad. The lines aren't as bad as [insert variation, pink or snow or huckle]berry. There actually is some sitting room. It also feels like a place where you can sit down, chat, and enjoy your company.

Onto the Yogurt:

I tried the raspberry yogurt and realize the biggest difference between that and the original is the color. But what did stand out was the mochi topping. It was soft and sweet and fresh. It tasted like it came next door from the heavenly mikawaya.

This is the ONLY real difference between this and the other shops. Thank Judy W. for bribing an insider to get her topping on board. Otherwise, it's nothing new.

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● Gelato vs. Soft Serve Ice Cream

Fri, 06/01/2007 - 12:30pm by [FitSugar](#)



VS.



[hotchickrules](#)

i live in L.A and totally fell in love with this non-fat frozen yogurt store call cefiore, i'm addicted to it!

15

1 week 6 days ago

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