



For Immediate Release

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GOLDEN SPOON[®] CELEBRATES WITH “BEST OF THE WEST” FREE YOGURT EVENT ON OCTOBER 12

The “Classic” Frozen Yogurt Chain Wins Awards in Many Local Markets in California and Nevada

Celebrations Planned for Local Golden Spoon Stores in Southern California

RANCHO SANTA MARGARITA, Calif. (Sept. 24, 2010) -- In honor of being selected as the best frozen yogurt in many different local markets in California and Nevada, participating [Golden Spoon Frozen Yogurt](#) locations will give away one free yogurt to each of its loyal fans during a special “Best of the West” customer appreciation night on Tues., Oct. 12, from 6 p.m. until closing.

In honor of being selected as “Best of the West” and Orange County Register’s “Best Frozen Yogurt”, a special celebration will be held on Oct. 12 at the local Golden Spoon shops located in Orange County and surrounding areas. In addition to free yogurt, some locations will hold special events.

Roger Clawson, president and CEO of Golden Spoon Franchising said, “We are very excited and honored to be given these awards. We value our customers and their loyalty to the Golden Spoon Frozen Yogurt brand. Their votes confirm our continued commitment to offer the finest quality frozen yogurt to health conscious consumers in local communities.

The 100-unit frozen yogurt chain has also recently won the “Best of Las Vegas,” “Best of Coachella Valley,” “Best of Long Beach,” “Best of San Diego,” “Best of Santa Clarita Valley,” “Best of South Bay,” and the top award in the Orange County Register’s annual “Best of OC” reader survey in the “Best Frozen Yogurt” category. All 27 Golden Spoon shops in Orange County, Calif., will participate in their own “Best of Orange County” promotion. Additionally, 32 shops outside of the immediate Orange County area will participate in their own “Best of the West” promotion.

“We want to thank all our loyal fans for voting for Golden Spoon as their favorite frozen yogurt throughout the West,” said Golden Spoon founder and president, Jeff Barnes. “Being chosen number one is a testament to our superior taste and quality -- and our loyal customers.”

Dr. Charles Cook, a leading food quality and safety consultant at Country Fare Consulting in San Clemente, Calif., adds, "I congratulate Golden Spoon on winning this award. They are a nutritious and high quality dessert option."

Additionally, to celebrate its ties to Orange County and the Golden State, Golden Spoon will rename its “Orange 50/50” flavor to “California Orange” throughout the month of October. “California Orange” was the name of one of the brand’s early flavors.

About Golden Spoon Frozen Yogurt

Founded in Orange County, Calif., in 1983, [Golden Spoon Frozen Yogurt](#) was one of the first frozen yogurt brands, helping to establish legions of frozen yogurt devotees. Since then, the small local favorite has steadily grown into an iconic international chain with more than 100 locations and a huge loyal following surpassing that of many higher profile players. Headquartered in Rancho Santa Margarita, Calif., Golden Spoon locations can be found in California, Arizona, Nevada, Idaho, Utah, Japan, and the Philippines.

Billed as “the classic frozen yogurt,” Golden Spoon has outlasted many of its competitors because of the great taste and uncompromising quality of its frozen yogurt. The yogurt is made from fresh California Grade A milk, with a taste and creamy texture much more like ice cream than typical frozen yogurt. That’s why it was originally known as “the ice cream lover’s frozen yogurt.” Having ice cream’s rich taste without all the fat and calories has made the treat a hit with today’s more health-aware eaters. Low in calories while high in calcium, protein and probiotics, Golden Spoon offers a “guilt-free” indulgence. Golden Spoon also pioneered the concept of closely replicating the taste of popular dessert favorites like “Pumpkin Pie,” “Peanut Butter Cup,” “Toffee Bar” and “Chocolate Malt” at a time when competitors produced mostly fruit flavors. It was one of the first chains to create a large selection of over 50 rotating flavors, most of which are nonfat, and continues to introduce new flavors like “Tart Mango,” Pomegranate Blueberry” and “Graham Cracker.”

The fanatical devotion among its fans is legendary, and is all the more remarkable because of the company's low key approach to sales and marketing. With its image carefully guarded by the original founding family, its reputation up until now has been spread mostly by word of mouth, rather than expensive advertising campaigns. Many customers grew up with Golden Spoon, and have since introduced their friends and families to it. Golden Spoon has always focused upon the uncompromising quality standards of its products and service to attract customers. By staying true to itself, Golden Spoon has been able to maintain a certain genuineness that imitators have not been able to successfully duplicate.

This strategy continues to pay off today, as many frozen yogurt purists shun the multitude of new self-serve frozen yogurt shops in favor of Golden Spoon’s classic taste, unwavering commitment to quality, and the individual attention given by Golden Spoon’s friendly servers.