



Media Contact: megan@pop-bar.com

POPBAR - HANDCRAFTED FROZEN TREATS ON A STICK OPENS ITS FIRST LOCATION IN PHOENIX, ARIZONA

Phoenix, Arizona (August 17, 2017) - Popbar, the maker of customizable popGelato, popSorbetto, and YogurtPops, founded in New York City in 2010, has opened its first location in Phoenix, Arizona at Westgate Entertainment District, 6770 N Sunrise Blvd. Popbar's fans and Phoenix foodies have been eagerly anticipating opening day. A Grand Opening celebration will be held Saturday, September 2nd to mark the special occasion. Festivities will include "buy one, get one" pops to the first 200 guests and prizes like the chance to win free Popbar for a year!

Dedicated to serving 'the best' in frozen treats, Popbar serves handcrafted gelato, sorbetto, and yogurt in a new way – on a stick. All pops are made in-house daily with all natural ingredients. On the menu, you'll find 40+ rotating flavors ranging from classics (Chocolate, Vanilla) to the more unique (Green Tea, Passion Fruit), and even seasonal ones too (Watermelon, Pumpkin Pie). You can enjoy your pop as-is, or customize to your liking. Premium dippings and toppings include dark, milk, and white chocolate, nuts, sprinkles, waffle cone, caramel corn, and more!

At Popbar, a mouthwatering experience awaits everyone, even those looking for vegan, dairy-free, gluten-free, and soy-free options. All popSorbetto's are vegan-dairy-gluten-soy-free, and all popGelato's and yogurtPops are gluten-soy free. Other indulgences include Hot Chocolate on a Stick, Frozen Hot Chocolate, the Double Shake (Popbar's take on a milkshake, made with any two

gelato/sorbetto pops), and the newest addition to the menu, popWich, which allows customers to customize their very own gelato sandwich on a stick – YUM!

All of this decadence can be attributed to Italian roots and a love for supremely delicious treats. Blending authenticity, innovation, and high quality ingredients, Popbar became a recipe for success, and the contemporary concept has been changing the way we enjoy our favorite Italian desserts since - on an international scale.

Popbar currently has 12 stores in the US in states like NY, CA, NC, and FL, and 12 stores internationally in countries like Canada, Panama, Singapore and Russia, but this is just the beginning. There are currently 7 stores under construction in new territories, and many more to come. Popbar's newest location, Phoenix, is the third to open this year and is located in the very vibrant, interactive Westgate Entertainment District - a popular destination for shopping, restaurants, sporting events, and more.

"We fell in love with Popbar literally at first sight, and then bite! The beautiful pops caught our eye, and the rest is history. Over the past couple of years, we've tried every flavor! Our favorites are green tea, banana, chocolate, vanilla, and strawberry. The fresh, premium ingredients are palpable", says one of Popbar Phoenix's franchisees. "We are so excited to share Popbar with Phoenix! Our amazing team of Popologists is eager to serve the best in both pops and experience, so we hope to see you soon!"

While Popbar is expanding rapidly, the brand maintains a 'mom and pop' feel at all locations with the help of its hand-selected franchisees. Each store prides itself on Popbar's original values - superior quality, in-house production, outstanding service, authenticity, and family-friendly fun. New stores quickly become classic neighborhood spots, and supplies like fruit and milk are purchased locally.

Popbar is a perfect treat for anyone - baby to adult, and for any occasion - dessert date to post-game celebratory treat to midnight snack. With so many flavors and combinations to try, just one visit won't do. You'll definitely want to stop in for a "love at first bite" experience, but if you're a foodie, don't forget to snap a picture of your pop first – that is, if you can wait.

To keep up with everything Popbar, follow the brand on Instagram @popbar and Facebook @popbarUSA, or visit www.pop-bar.com.

New territories are available for franchising. For more information, email franchising@pop-bar.com.

"cute, trendy", "high quality", "Deliciousness on a stick".....ZAGAT; "You cannot do much better than the frozen gelato and sorbetto at Popbar"..... THE NEW YORK TIMES; "Not your average ice cream shop...we can go there every day of the week and try something different".....FOOD NETWORK; "revolutionary advance in dessert science".....NEW YORK MAGAZINE; "A brilliant concept.".....NBC; "Intensely rich", "Miracles on ice".....NEW YORK POST; "Rich Pistachio".....TIME OUT NEW YORK; "The city's tastiest cold sweets".....NY1; "The combination was surprisingly rich and filling".....THE VILLAGE VOICE; "Popbar draws the crowds for impossibly beautiful gelato on a stick in a gazillion flavors"..... THE LOS ANGELES TIMES; Top Ten Frozen Dessert Retailer of America".....DESSERT PROFESSIONAL

