

## ZAGATBUZZ

### LOS ANGELES EDITION

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## LA's Got the Chills From Fro-Yo Fever



Back in the '80s, fad-obsessed locals flocked to frozen yogurt shops with names like Humphrey Yogart and the Bigg Chill. Two decades later, frozen yogurt is back – with a vengeance. It started with the fast-growing Pinkberry chain (27 locations in LA!), which begat Red Mango, Yogurberry, Berri Good, Kiwiberri, RoseGreen, IceBerry, Ice Kiss, SnowBerry, Yogotango, Cantaloop, Yogurtland, Yoku Yoku, CeFiore and more.

Now, Sno:la, a Beverly Hills newcomer (244 N. Beverly Dr.; 210-274-2435), is trying to stand out from the snack pack with its environmentally friendly focus: the solar-

powered, soy-painted store is built from recycled materials, including its counter, which is fashioned from old computer chips. The product is described as "all natural," made with organic dairy and natural sweeteners (no white sugar). Hopefully the stuff tastes good too...

– Merrill Shindler

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