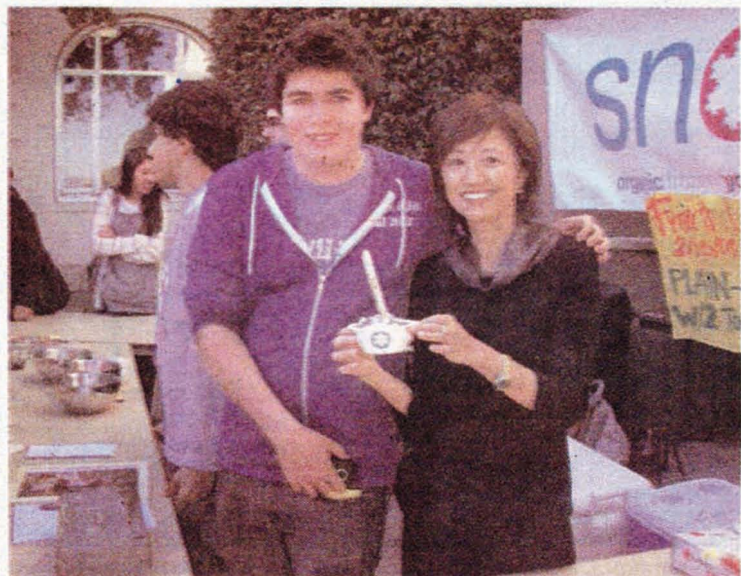


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Oliver Bogner (Left) and Masako Kawashima Sno:LA Owner

Sweet brain freeze:

BEVERLY HILLS - Frozen-yogurt store Sno:LA hits Beverly Hills High School.

Founder Masako Kawashima, a big supporter of saving the environment, is using a fresh approach for her new yogurteria sno:la, a green approach.

The dessert itself is 'organic', 'nonfat' and 'white sugar-free'! It is prepared at the store twice daily. The flavors of this treat go beyond the standard two choices Ms. Kawashima has developed with her food development and taste specialist which include 'Italian tart', 'pomegranate', 'fig and date', 'dulce de leche', 'sour cherry' and 'chocolate cremita'. The toppings range

from 'aloe vera to toasted coconut, from chocolate nibs to hazelnut streusel. There are also sno:la's original cherry sauce, and an assortment of fresh seasonal fruit. In total there are over 36 choices of toppings. One ounce of tart flavor has only 23 calories before toppings. It is an ideal sweet treat to be healthier and to be in better shape. Sno:la is also reasonably priced starting at \$2.00 for a substantial serving. A portion of the profits from sno:la supports eco causes such as Slow Food (for sustainable farming) and the United Nations World Food Programme (to stop hunger worldwide).

You can visit Masako at 244 S. Beverly Drive in Beverly Hills or call her at 310.274.2435
www.snolayogurt.com