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CeFiore on 7th Street to open second week of August

by Rich Alossi on July 18, 2008



Robinsons-May building at 7th and Grand.

The company's claim to fame is that it's not Pinkberry, with a few different flavors (açaiberry and raspberry-pomegranate) to set it apart.

How much yogurt can we eat? I'm not sure, but store proprietors seem to be eager to test the limits, and they won't stop until there's a store in every building Downtown.

CeFiore

600 W 7th Street

Los Angeles, CA 90017

cefiore.com

This can't bode well. A new frozen yogurt store is set to open in mid-August on 7th Street — one of the few Downtown streets devoid of "culture."

CeFiore is opening their second location Downtown (the other is in Little Tokyo), in the former

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