

## **Word on the Street**

7/20/08

### **Cool down**

A new frozen yogurt shop opened in Fresno at a serendipitous time -- the day before the hottest day of the year.

Cefiore opened a shop July 11 in The Shops at River Park in the former Marble Slab Creamery across from the movie theater. The owner of that business sold his lease to Cefiore, said River Park spokeswoman Tracy Kashian.

The California chain serves nonfat frozen yogurt in exotic flavors such as raspberry pomegranate, green tea and acai berry. Cefiore means "there is flower" in Italian.

Sanger got a new ice cream place, too, when the city's first Baskin-Robbins opened last month at Academy Avenue and Ninth Street.

Gus Anan of Clovis, who owns five Hungry Howie's Pizza shops in Fresno and one in Sanger, opened the Baskin-Robbins.

"I was talking to some people who said we need more business [in Sanger], and Baskin- Robbins was one of the businesses they wanted to have," he said.

Anan said he realizes he is opening the shop during tough economic times, but said the hot weather helps business.

"For the first time, I was able to say it's good to have 110 degrees," he said.