

## **Orange Leaf Frozen Yogurt Coming Soon to Sterling!**

**July 12, 2017. Sterling, Colorado.**

Logan County Economic Development Corporation (“LCEDC”) is pleased to announce that Nathan and Camber Chase are opening an Orange Leaf Frozen Yogurt franchise in Sterling at 1100 West Main Street. The property, formerly a Radio Shack, presents an easy to access location off Sterling’s west gateway for residents and our growing tourist related traffic. The West Main corridor beautification and improvements are ongoing with many other businesses locating or updating their properties this year.

Orange Leaf’s Mission is ***to help promote community and family by providing a great-tasting and sensible frozen dessert made just for you, by you, in an environment that is as visually uplifting as it is welcoming.*** According to Technomic, the national frozen yogurt market is now estimated at \$700 million to \$1 billion in annual sales. Founded in 2008, Orange Leaf Frozen Yogurt is an Oklahoma-based, self-serve, choose-your-own-toppings frozen dessert chain with a healthy mix of corporate affiliate stores and franchises from coast to coast. With more than 225 stores open and about 125 coming soon, Orange Leaf is poised to become one of the largest franchises in the self-serve frozen yogurt industry. Orange Leaf’s pro-franchisee culture encourages owners to become a part of their community and provides them with the ingredients for success.

Camber Chase stated, “Nathan and I decided to become small business owners in order to become more self sufficient and have more control over our family’s future. We have come to love the town of Sterling and knew that we wanted to do something that would add improvement to the town and make it more enjoyable for the people that live here. We finally settled on Frozen Yogurt because it is something we ALL love and something that is not available in or near Sterling. Orange Leaf has a fun, bright atmosphere that appeals to all ages and in addition to their amazingly delicious Fro-Yo flavor choices, there are many Gluten-Free and Dairy-Free options for those with diet restrictions. Our goal is to provide a place where families and friends can have a great experience together while enjoying their favorite treats. We also have a “Party Room” that can be used for Birthdays, Study Groups, you name it! We will be a mostly family run business for the first year or so but we are looking forward to bringing a few people into our business who will become a part of our Orange Leaf Family. We look forward to serving and getting to know the wonderful people of Sterling!

The Chase’s began the business planning process over a year ago with the East Colorado Small Business Development Center and worked with LCEDC on the site selection process. Trae Miller, LCEDC Executive Director added, “We are always thrilled to see projects come together that invest in the community, add to the diversified offerings for area residents and visitors, create new job opportunities, and highlight the entrepreneurial spirit of this area.”

**Sterling, the largest City in Logan County, is the region’s commercial hub for approximately 60,000 area residents. For more information please contact:**

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Follow Orange Leaf Sterling’s progress:

<https://www.facebook.com/Orange-Leaf-Sterling-CO-134472713777511/>

