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## Frozen yogurt chain Orange Leaf to open 18 new stores in Mass., including first in Boston

Posted by Matt Rocheleau July 29, 2013 03:02 PM

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By Matt Rocheleau, Town Correspondent

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Orange Leaf, an Oklahoma City-based frozen yogurt chain, said it will continue to expand its presence in Massachusetts by opening 18 new stores in the Bay State before the end of the year, including its first store in Boston.

The Boston store will be in the city's Brighton neighborhood at the corner of Market and Washington streets, the company said in a press release this month.

Nine of the chain's stores have already opened in Massachusetts this year. Once the 18 additional stores planned for 2013 open, there will be 41 Orange Leaf stores in Massachusetts. The only state with more of the chain's stores is Texas, where 54 are either open or under construction.

"As a company, we cannot be more excited to expand our footprint in Massachusetts as one of the highest-demand markets for frozen desserts," said a statement from Orange Leaf CEO Reese Travis. "Massachusetts, along with the northeast as a whole, is one of Orange Leaf's fastest developing areas. Our low start-up cost and scalable business model has attracted many eager

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low start-up cost and scalable business model has attracted many eager franchisees in the region who are excited to grow our brand.”

By year’s end, the stores in Massachusetts will be in communities including: Acton, Attleboro, Andover, Belmont, Brighton, Brockton, Burlington, Cambridge’s Harvard Square, Canton, Chelmsford, Danvers, Dracut, Franklin, Gloucester, Hingham, Hanover, Hull, Leominster, Lexington, Mansfield, Marblehead, Medway, Melrose, Methuen, Natick, Needham, Newburyport, Newton, Norwood, Plymouth, Randolph, Reading, Salem, Seekonk, Somerville, Swansea, Tewksbury, Waltham, Watertown, Wayland, Wellesley, Westwood, Winchester, and Woburn.

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