

HUMPHREY YOGART

BE BOLD • BE DIFFERENT • BLEND-IN

FACT SHEET

- WHO:** Other frozen yogurt shops in the Los Angeles area have come and gone, but Humphrey Yogart, owned and personally operated by husband and wife team Paula and Jim Sheftel, has endured. Paula Armour bought Humphrey's in 1986. In 1987, Jim Sheftel "came in for a smoothie," says Paula, "and got a wife." They have run the business together ever since.
- WHAT:** "Yogart" is the playful name for the Sheftels' signature art of blending nonfat yogurt, low-carb yogurt, ice cream or a non-dairy base with over 50 "blend-in" ingredients to create custom flavors to satisfy any craving.
- MENU:** Custom-blended Yogart: 1.) choose a base: nonfat sweet vanilla, tart vanilla or chocolate yogurt; ice cream (vanilla, chocolate and rotating specials); low-carb yogurt (flavors change daily); vegan organic soy or vegan organic coconut; 2.) add blend-in* ingredients; swirl them together with a special drill that perfectly blends every ingredient and creates a soft-serve texture; 3.) if desired, add a topping, a favorite sauce, including sugar-free options or a cone.
- *Over 50 blend-in ingredients and toppings are available every day including numerous fruits, cookies, candies, nuts, peanut butter, Nutella, espresso beans, coconut, protein powder, vegan protein powder and green tea.
- Humphrey's also goes "Beyond Yogart" with delicious shakes, tropical and green smoothies, açai bowls, and sundaes for both kids and grown-ups.
- PRICES:** Start at \$3.05
- WHERE:** New location – Inside Gelson's Sherman Oaks
4520 Van Nuys Blvd.
Sherman Oaks, CA 91403 <https://goo.gl/maps/TqRGXbheCEK2>
- HOURS:** 10:30 am – 10:30 pm (holiday schedule varies)
- WEBSITE:** www.humphreyyogart.com **SOCIAL:** @HumphreyYogart | Facebook + Instagram
- OWNERS:** Paula and Jim Sheftel **STORE:** info@humphreyyogart.com | (818) 906-2490

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