

## Chandigarh joins the hug!ging Revolution!

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With its inception 2 years ago in Ludhiana, hug! has quickly grown from a single dessert outlet to a fully grown, franchised dessert brand. Punjab's most favoured dessert lounge has made the most impressive franchise debut with 6 outlets launched in Ludhiana, Jalandhar, Amritsar and Delhi within 2 years. Being the capital of the state, Chandigarh will not have to wait any longer, since hug! will be launching its first store in sector 35 on 13th June'14. If you're wondering the reason behind the hue & cry for hug!, here's the never ending list; To start with, hug! is the first brand in Punjab to offer healthy desserts. They are the reason behind the residents' increasing appetite for yogurt. 97% fat free frozen yogurt freshly prepared by the master chef at hug!, is an offer one can't refuse. They had also introduced the exciting 'Do It Yourself' service which allows people to choose and mix their favourite flavours and add unlimited toppings, thus transporting you to the world of Charlie & the chocolate factory. Another healthy dessert on the menu introduced is Gelato, the Italian version of light and fat free ice-creams which gained instant popularity amongst health conscious Icecream lovers. Recently hug! has expanded its menu to include authentic flavours of donuts and cupcakes. Along with these dessert options hug! also serves smoothies, coffees, shakes, waffles, crepes, muffins, pasta and potato snacks. With the introduction of such an expansive menu hug! is no longer just a dessert joint but undoubtedly a full-fledged dessert lounge. "The tremendously positive response that we have been receiving from people, has encouraged us to constantly innovate and expand. We were happy to find a number of like-minded people to partner with us and expand the dessert revolution trend through the franchise and master franchise models. We are looking forward to serve the people of Chandigarh and are eagerly waiting for their response. In the coming year we will be launching 6 more outlets in Chandigarh city & tricity," said Rishabh Oswal, CEO, hug! Foods Pvt. Ltd.

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