

Rita's Of Mount Joy Celebrates Grand Opening

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Rita's of Mount Joy, located in the new Main Street Center at 809 E. Main St., opened for the 2008 season on March 7. An official Mount Joy Chamber of Commerce ribbon cutting ceremony is slated for Tuesday, March 11, at 10:30 a.m.

Lancaster residents Ted and Wendy Test opened Rita's of Mount Joy last September at the end of the season. Because time was limited, the official grand opening celebration was planned to kick off the full 2008 season. Ted has 20 years of restaurant experience, and when he was trying to determine the best location for his Rita's, he decided that Mount Joy was the perfect fit.

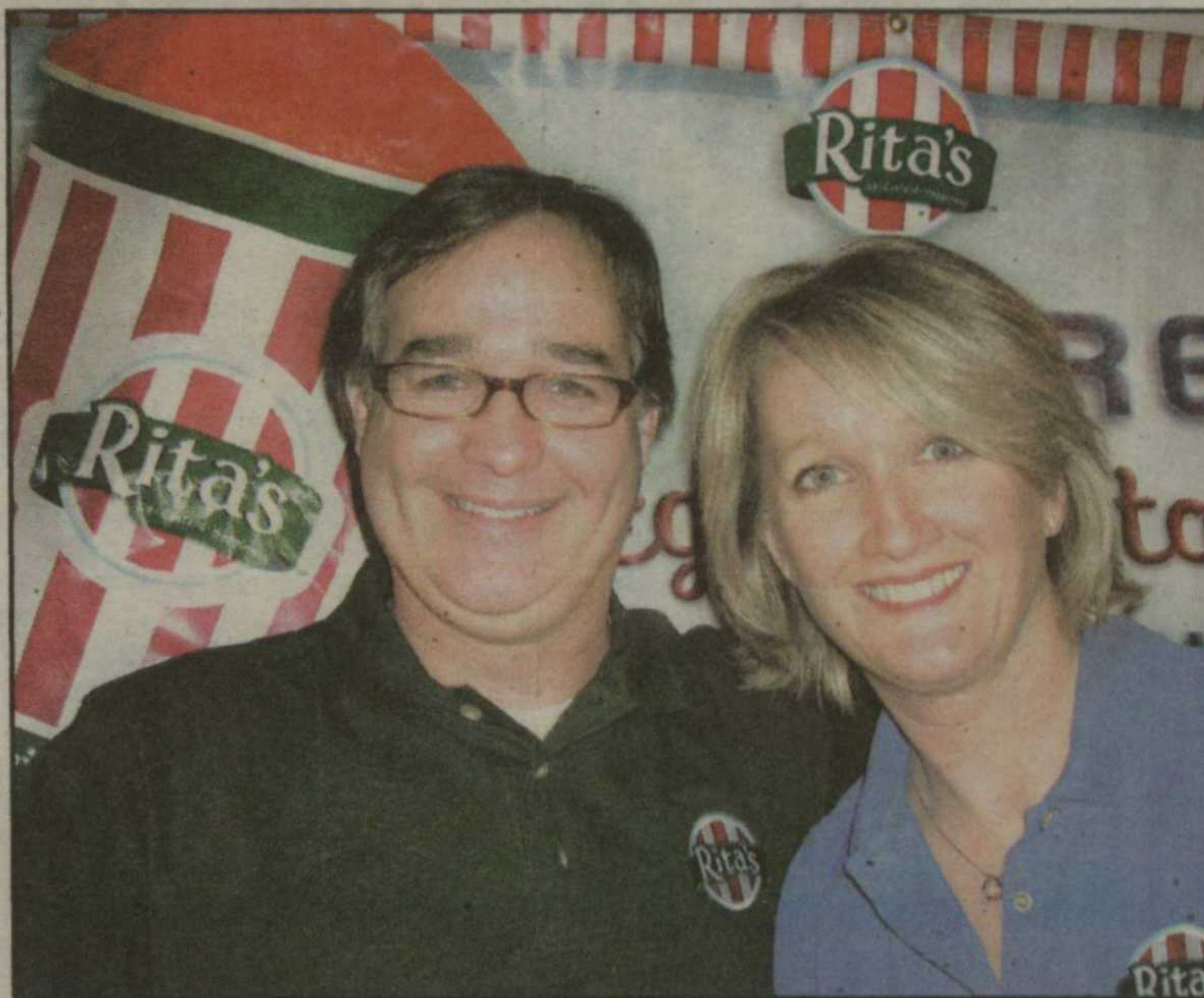
Another event coming up in March is Rita's First Day of Spring (FDOS) celebration on Thursday, March 20. This will be the 16th annual FDOS event in Rita's corporate history, and each guest will receive one free regular-sized Rita's Italian ice. New ice flavors will also be introduced in 2008, and the first one will be revealed on March 20 as part of the First Day of Spring celebration.

Rita's Italian ices are smoother than a snow cone or shaved ice. All

products are made fresh daily at every Rita's location, using fresh fruit and other natural ingredients. With over 30 flavor options, the biggest challenge is having everybody's favorite on hand at all

times. With so many flavors to choose from, customers can discover a new favorite every day, since Rita's offers samples of the freshly-made ices.

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Ted (left) and Wendy Best are celebrating Rita's of Mount Joy's grand opening. The business, located in the new Main Street Center at 809 E. Main St., Mount Joy, opened for the 2008 season on March 7.

Rita's Of Mount Joy

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Besides Italian ice, another favorite treat is Rita's rich and creamy old-fashioned frozen custard, a soft-serve treat with a smooth, satiny texture that is offered in vanilla and chocolate. The custard may be topped with Rita's proprietary hot caramel or hot fudge and then finished with sprinkles. Combine the frozen custard with a favorite flavor of Italian ice, and one has Rita's signature treat, the Gelati. Or, if a shake is more to one's liking, Rita's Misto shake features a combination of custard and ice blended together. The Blendini is yet another option that was introduced last year. The Blendini is a frozen blend of custard and Italian ice, combined

with Oreos or Nilla wafers.

For the first time, Rita's of Mount Joy will offer a fat-free frozen custard treat called the Slenderita. Combined with the already fat-free Italian ice, one can enjoy a guilt-free, fat-free treat. The Slenderita can also be made with a sugar-free Italian ice (There is one sugar-free flavor served every day - cherry, pink lemonade, root beer, or tangerine). There will be other new offerings this year, including a frozen coffee treat and coffee-flavored frozen custard.

Rita's of Mount Joy is open daily from noon to 9 p.m. and from noon until 10 p.m. on weekends through the spring. Extended hours will be offered during the summer months.