

## **NEWS RELEASE**

**FOR IMMEDIATE RELEASE**

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**Suffolk**  
VIRGINIA

*It's a good time to be in Suffolk*

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## **NEW INNOVATIVE ITALIAN ICE DESSERT CAFÉ TO OPEN IN SUFFOLK**

*Café Features Allergen and Vegan Friendly Treats Under 300 Calories*

SUFFOLK, Virginia (February 6, 2012) - U3C (Under 300 Calories) Italian Ice Café, a new one-of-a-kind dessert café offering calorie friendly, allergen and vegan friendly fare under 300 calories, is opening in Suffolk. U3C Italian Ice is located at 17 Harbour Towne Parkway, in the Harris Teeter Shopping Center. To celebrate the opening, Mayor Linda T. Johnson and owners Ray and Nita Stith will hold a ribbon cutting event on Friday, February 10<sup>th</sup> at 1 p.m. This event is free and open to the public. U3C Italian Ice Café will also hold a Grand Opening Celebration on Saturday, February 11<sup>th</sup> at 10:30 a.m. The Grand opening will consist of a nutritional information session and opportunity to win prizes.

“We are excited to open the first U3C Italian Ice Café in Suffolk’s Harbour View,” says Nita Stith, co-owner of U3C. “The Hampton Roads community encompasses what our company stands for and desires in our customer base which is a strong interest in living a health-centered lifestyle, community support and small business advocacy.”

The wi-fi hotspot café features Italian ice made with natural ingredients, hot organic loose leaf teas, and a variety of baked goods and cupcakes.

Ray Stith, co-owner added, "I am a proud grandfather of a granddaughter who has to be very careful of what she eats because of her allergies. It was important to us to be able to offer children like her and adults alike an alternative that tastes great!"

U3C Italian Ice Café (Under 300 Calorie) mission echoes the charge of the White Houses' effort to fight obesity by making better food choices. "U3C gives you the ability to treat yourself by offering an alternative to other traditional dessert options. U3C Italian Ice is a family built recipe with a guilt free twist," states co-owners Victor and Dwane Stith.

"Eating healthy and having healthy choices is so important to the well-being of our citizens," said Mayor Linda T. Johnson. "It is great to hear that U3C Italian Ice Café caters to customers who follow strict nutritional requirements and it gives them the flexibility to again enjoy desserts and baked goods."

*About U3C Italian Ice Café:*

*The first café of its kind offering fast food dessert options "Under 300 Calories." Offerings include Italian Ice creations, hot organic teas paired with a variety of traditional, vegan and allergen friendly cupcakes and baked goods. Set in a warm modern café setting, guests are encouraged to meet, study, work, learn and relax. [www.u3cfoods.com](http://www.u3cfoods.com).*

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