

PRESS RELEASE

Toronto, 8 September 2026

YÖLO to launch exclusive pop-up frozen yogurt playground in Toronto

YÖLO, a Canadian frozen yogurt brand, is excited to announce the launch of its first-ever pop-up event in Toronto. This exclusive 10-day activation will feature four new summer flavors and a fun, interactive experience for everyone.

From September 10 to 15, visitors can explore a colorful frozen yogurt playground on Queen Street West, designed not just to advertise new flavors but to let people sample them. Guests will receive a cup upon entry, granting them the chance to taste all four new flavors—Strawberry Cheesecake, Mango Passionfruit, Blueberry Lemon, and Maple Crunch—while enjoying a selection of about 25 unique toppings from a giant toppings wall. This vibrant space will also host games and activities, ensuring an enjoyable visit for young people, families, tourists, and anyone who loves frozen yogurt.

"We could just give people coupons — boring! We want people to experience YÖLO, taste everything, have fun, and make crazy combinations. Hopefully, they leave in a better mood and feel the summer vibe in Toronto," says Emma Collins, Marketing Director, YÖLO.

This pop-up marks the largest activation YÖLO has undertaken since its inception four years ago. With an investment of around CAD \$150,000, the event aims to attract over 10,000 visitors. While this is a one-off experience, the new flavors will eventually be available in stores across Canada.

Notes to editor

- Opening hours: Mon-Fri: 11am-8pm, Sat-Sun: 10am-9pm.
- Address: Queen Street West 1, Toronto, Ontario.
- Press visits and
- interviews are available upon request.

About: YÖLO is dedicated to making frozen yogurt a fun and interactive experience, allowing customers to create their favorite combinations. By focusing on community engagement and flavor exploration, YÖLO redefines the traditional frozen yogurt shop experience.

Issued by Pop This Shop — Pop This Shop matched this tenant with the right retail space in Toronto and is issuing this release to help give the concept a launch boost. For press enquiries about Pop This Shop or its pop-up tenants, contact pers@pophisshop.com.

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