

Fro-Yo Shop Opening in Times Square to Celebrate with Free Giveaway



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Off the Wall Frozen Yogurt

TIMES SQUARE — Let the fro-yo flow.

[Off the Wall](#), a self-serve frozen-yogurt chain based on Long Island, is celebrating the opening of its [11 Times Square](#) location Wednesday by opening the taps on all 16 flavors and 40 toppings next week.

On Tuesday, Aug. 20, from 5 to 7 p.m., every patron will get a free regular size cup to do as they see fit.

"It's unlimited, as much as they want — one cup's going to be enough," general manager Eric Rong, 27, said with a laugh. "You can get basically anything you can imagine."

The store, located in the Proskauer Building at Eighth Avenue and West 41st Street, celebrates its soft opening Wednesday and marks an important expansion for Off the Wall.

"Times Square is really big for us," Rong said. "We're really excited to finally get our brand out there."

Its new digs at 11 Times Square, across the street from the [Port Authority Bus Terminal](#), is also the future site of [Senor Frogs' first New York City location](#).

The chain, in addition to its first store in Cedarhurst, also has three locations in [East Midtown](#), [Chelsea](#) and [Union Square](#). All of its flavors are Kosher, and the stores feature floor-to-ceiling walls of candy and chocolate, backed by chalkboards featuring works by local artists.

The [Times Square](#) location will be open from 8 a.m. to 8 p.m. Monday through Friday, and from 11 a.m. to midnight Saturday and Sunday.