Business Spotlight

Ice, Custard, Happiness

Rita's Italian Ice first opened its doors in Bensalem, Pa. in 1984, and has been dedicated to spreading "Ice, Custard, Happiness!" ever since. Now with more than 600 locations worldwide, including right here on St. Mary Street in downtown Pleasanton, guests around the world visit Rita's to celebrate their everyday moments with freshly made cool treats in a fun-filled atmosphere. Known for its famous Italian ice, made daily featuring real fruit, and award-winning frozen custard, Rita's serves a taste of happiness with each delicious treat.

Rita's in Pleasanton was opened in the spring of 2017 by Greg and Terry Arellano. "After 22 years in the litigation support business, I sold my company and was looking for something local that my whole family could do together," said Arrellano. "Rita's was expanding to the west coast and I couldn't resist the opportunity to work with my family and serve the community."

The main draw at Rita's Pleasanton is Italian ice and frozen custard. "We do our best to offer an array of flavors that are made fresh daily in our store," said Arellano. If you've never tried Rita's signature classic Italian ice, they claim it puts the snow cone to shame. Much smoother and made with real fruit, it's served daily within 36 hours of mixing.

In addition to Italian ice, Rita's offers: cream ice, sugar-free Italian ice, frozen custard, sundaes, gelati, mistos, blendinis, milkshakes, frozen drinks, frozen custard cakes, and custard cookie sand-

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wiches. Catering for parties, picnics and corporate events is also available.

Open seven days a week, year round from noon until 10:00 p.m., visit Rita's Pleasanton at 320 St. Mary Street in Pleasanton or online at www.ritas-franchises.com/stores/storem.cfm/Pleasanton.