

WE DESIGN THEMED ATTRACTIONS & EXPERIENCES

Katapult



Orange Leaf in New Albany, Indiana Selects BEAM to Add an Element of Fun



14th March 2014 "I chose EyePlay™ to offer an added bonus to my guests' experience."

In November 2013, the frozen yogurt store Orange Leaf installed a BEAM system. Their goal was to make their store be fun and entertaining for children.

The [New Albany, Indiana branch](#) of the premiere frozen yogurt shop installed an [EyePlay™](#) system in their new franchise, which held its grand opening in November 2013. The store's franchisee made this decision as he was looking for a way to make his store a more fun and attractive place for children.

[Orange Leaf](#) prides itself on being the "ultimate dessert experience." The yogurt is self-serve and customers can choose their own toppings. This very popular frozen yogurt is made from fat free milk and dispensed with proprietary serving machines. In the case of the New Albany store, the frozen yogurt is made from local Kentuckiana Milk. There are more than 300 Orange Leaf locations throughout the United States.



Owner **Shannon Foster** first saw the BEAM system in action at the [Children's Museum in Lexington, Kentucky](#). He knew it was the ideal fit for his new store. Foster explained, "I chose BEAM to offer an added bonus to my guests' experience. I

want to show that not only do we have a 'cool' atmosphere and a place to sit and eat ice cream, but it is also a place that has a game that is fun for all ages."

So far the reaction to the system has been extremely positive. Foster mentions that parents like seeing their children enjoying themselves with the game. High school kids enjoy the BEAM system and tweet pictures of their friends playing.

Foster adds, "I want BEAM to help our store maintain repeat customers who choose us over our competitors. My goal is to have kids say, 'I want to go to Orange Leaf because they have that cool game on the floor.'"



Leave a comment

Previous article

[PortAventura Signs Agreement to Build €100m Ferrari Land Theme Park](#)

Next article

[Universal Orlando Resort Reveals New Details of The Hogwarts Express Experience](#)

Related articles

More from author

