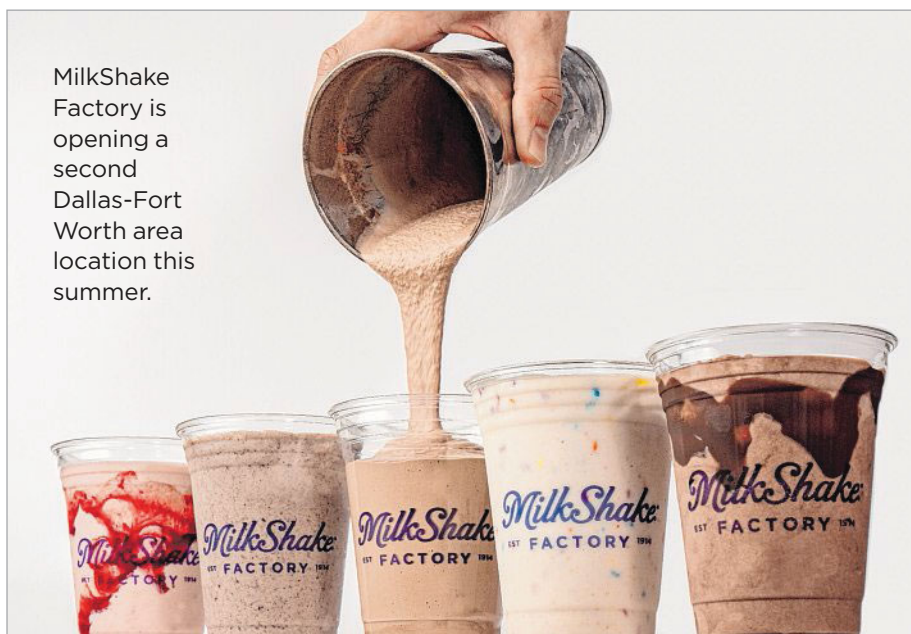


MilkShake Factory is opening a second Dallas-Fort Worth area location this summer.



Courtesy of MilkShake Factory

Premium chocolates, milkshakes galore

MilkShake Factory sets July 11 opening for Preston-LBJ location

By Zacharia Washington

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North Dallas is about to get a whole lot sweeter. Popular dessert shop MilkShake Factory is opening its second North Texas location this summer.

Starting in the early 1900s as a Pittsburgh staple, MilkShake Factory is known for its handspun milkshakes and premium chocolates. The family-founded brand has quickly expanded nationally, with over 30 locations across the country, including one in Grapevine.

MilkShake Factory's menu features a variety of flavors, including Chocolate Dipped Strawberry and Campfire S'mores, which are customer favorites, according to a news release.

Other offerings include sundaes, molten chocolate cups, and housemade chocolate treats, and everything is made with the brand's ice cream.

The new shop at the southwest corner of Preston Road and Interstate 635 will be in

the Preston Valley Shopping Center, which is anchored by the long-running Dougherty's Pharmacy.

It is owned and operated by franchisee Dylan Chatterjee, who believes this location offers the ideal combination of strong community roots and long-term growth potential, the news release said. The new shop is located on a well-established retail corridor and is just across from the future site of the Dallas Mavericks' arena.

"We're excited to become a part of a community that already has such a strong sense of identity," Chatterjee said.

"There's a lot of energy and enthusiasm around this area, and we look forward to creating a space where families, friends and neighbors can come and enjoy incredible desserts and make new memories."

To celebrate the opening on July 11, MilkShake Factory Preston Valley will host a grand opening event from 12 to 4 p.m. that will feature deals on desserts, free MilkShake Factory t-shirts, giveaways and a live DJ.

The Preston Valley location of MilkShake Factory will be at 12835 Preston Road, Suite 215, Dallas. www.milkshakefactory.com.

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