



## *The Journal*



# Popbar; Handcrafted Gelato on a Stick Sweet treat chain for the U.S

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Popbar was founded in New York City in 2010 by Mr. Reuben BenJehuda who had sweet memories of eating gelato with friends while growing up in Milan, Italy. The concept and brand was built upon love for the Italian dessert which is authentic but at the same time all-natural, gluten-free, and low in sugar and calories. Popbar not only offers forty rotational flavors of popbars, but a customizable experience where each pop is dipped and topped according to the customers' requests.

Popbar is scheduled to have over ten locations open in the US in the upcoming months, including shops in Miami Beach, Costa Mesa, Sacramento, and more. In NY, 3 local residents have signed a 10-unit franchising agreement with the company.

With their delicious popsicle and customizable toppings, there will be a new gelato place in every major metropolitan that will make everyone's heart melt. Almonds, strawberries and milk chocolate drizzle are some of the most popular popsicle toppings at the up-and-coming gelato shop, Popbar.



“Popbar is one of my favorite places because it is a new way to eat ice-cream,” said Nicole Arias, sophomore. “I love that it is open late because sometimes I go to Delray with my friends and crave something sweet and cool.”

Along with Daniel Yaghoubi, an admirer of popsicle-production since his childhood in Hamburg, Germany, the pair united their adoration for real, all-natural, gluten free, low in sugar treats, creating a brand which offers 40 kinds of popbars.

“My favorite thing about Popbar is the variety of popsicles and how healthy they are because I try to be healthy and watch my weight,” said Marcela Coronell, junior. “It is a great way to eat gelato and it is very innovative.”

At Popbar, customers will discover great flavors: vanilla, chocolate and espresso, to outlandish flavors like green tea and banana. Regular flavors incorporate pumpkin pie, mango and kiwi.

Each can be dipped and customized to the customer’s personal preference. Other Popbar treats include hot chocolate on a stick, frozen hot chocolate, popaccino, nut spreads and poppings to go, which are Popbar’s famous poppings enrobed in chocolate.

“The variety of toppings offered at Popbar make my life happy because I can put dark chocolate on my popsicle, which is my favorite kind of chocolate,” said Coronell

For more information on Popbar, visit [www.popbar.com](http://www.popbar.com)

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## **Turning a Refrigerator into a Solar Powered Race; The Icebox Derby helps young women explore their passions for STEM careers— and I loved it.**

Chicago, September 2d;

Do you remember the 2nd grade exercise where you had to solve 100 multiplication problems in less than a minute? I can remember eagerly waiting to tackle the next set of equations, preparing to the point where I would sharpen several pencils and clean everything off my desk, even though I knew that the activity would only last for one minute. But I had to be ready because receiving that single white and black sheet of paper had become the highlight of my day.

As a logical thinker, math and science are two subjects in which I have always excelled, but I chuckled when someone asked me what I wanted to be when I grew up. I didn’t laugh because I thought the question was funny; I laughed because I was too afraid to say that I didn’t know. What could I be? What were my options? Despite my academic abilities, questions like these seemed mind-boggling. I was lucky enough to be exposed to math and technology at a very young age.

Since middle school, I've participated in very selective programs for scholars and sought out opportunities to advance my learning in those fields. However, women currently make up only 25 percent of the STEM (science, technology, engineering, and math) workforce, according to findings from the U.S. Census Bureau. So where did I fit in?

I became determined to follow a STEM career path based on my exposure to the clubs, tools and resources that had been offered to me. Exposure is an important factor that determines whether or not girls become interested in STEM subjects. How would someone ever know if she is interested in engineering or coding if she didn't even know what it was? In addition, basic fear and a lack of encouragement often prevent girls from pursuing their interests in STEM. We live in a society where double standards and stereotypes can sometimes override interest and potential, making many girls shy away from working in technical fields where they feel outnumbered or unsupported.

Over the past year, I've been fortunate to have encountered a company that wants to change that. Last summer, I was selected as one of only 30 participants for ComEd's second annual Icebox Derby. The Icebox Derby is an educational initiative that is designed to empower young women to explore opportunities in STEM and help them discover their own paths to innovation – by building an electric and solar powered race car.

What do you think it takes to build a race car? I bet that a refrigerator isn't the first thing that comes to mind. If you're competing in the Icebox Derby, with building an inventive and eco-friendly vehicle as your goal, a recycled refrigerator is your most important tool. Over the course of the summer, my team focused on every aspect of building the car, from the tires, to the battery, to the paint job. The Icebox Derby helped us hone our technical skills, but it also inspired us to use our creative side in coming up with team names and unique designs for our car.

One of my favorite parts of the Icebox Derby experience was working with our team mentors—all female employees from ComEd who dedicated their time and guidance to the program and the Derby teams, and showed us a glimpse of what our futures could hold. I am so grateful for the Icebox Derby program because it gave me a chance to do what I love, and introduced me to other young women with many of the same passions and interests. The Derby gave me a positive environment where I felt free to dive into my passion for STEM without wondering where I fit. The confidence I found exploring my interests through Icebox Derby encouraged me to keep building on my STEM aspirations, even after we crossed the finish line on Race Day.

Fast forward one year, and I am now an intern at ComEd and about to start my sophomore year at the University of Illinois in Urbana



The Radiant Flames—Morgan Jones, Taylor Clark, Athena Zheng, Therese Jaeger and Tawashae Garrett—celebrate their victory in the Icebox Derby Credit: Image courtesy ComEd

Champaign where I study civil engineering. . As an aspiring engineer, I love engaging in hands-on projects. One of my biggest dreams is to be able to build my own home one day. Critical problem solving and creativity drive me, and my desire to create something that can dramatically advance society is what makes me love engineering. I want to be able to help people in ways they never imagined, by making their lives more comfortable and convenient through technology.

During my summer internship at ComEd, I've been working in the Advanced Metering Infrastructure (AMI) Deployment Department, where our main focus is to install smart meters to all customers by 2019. I have learned so many things in the past 10 weeks, worked with a team of amazing people, and I could not imagine spending my summer doing anything better – even multiplication problems! I have a couple more summers before I graduate, and I plan to spend them furthering my knowledge in the engineering world and preparing for my future in STEM.

Article by Chequita Grant is a rising sophomore at the University of Illinois in Urbana Champaign, where she studies Civil Engineering with a primary in construction management and a secondary in structures.

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361 Beach Road, Burlingame, CA 94010

Tel: 855.885.2400 | 650.342.2400 | Fax: 650.342.7400 | [www.oscartek.com](http://www.oscartek.com)