



AS APPEARED IN CONNECT MEDIA ON MAY 31, 2018



## First Franchise Location for Homegrown Dessert Maker

Snowdays, a New York-based shaved-cream dessert retailer, has lined up its first franchise location. Eastern Consolidated's Joe Robinson has arranged a 10-year, 850-square-foot lease at 42-28 Bell Blvd. in the Bayside section of Queens, his fifth deal for Snowdays.

"Bell Boulevard is the Main Street of Bayside and generates a tremendous amount of foot traffic," Robinson said. "The retail corridor offers excellent co-tenancy with Bareburger and other popular restaurants located within blocks of the new Snowdays location. Once we found the space, we knew it was perfect."

Michelle Abramov of Asset Commercial Realty Group represented the landlord in the Bayside transaction. Robinson is also scouting locations on behalf of Snowdays franchisees in Staten Island, New Jersey, Southern California and Florida



**Joe Robinson**  
Senior Director