

## Ritter's Frozen Custard is opening more Houston area locations, including one this week

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Ritter's Frozen Custard is opening four more locations in the Houston area. Its Katy location is the company's first in Texas. (photo courtesy Ritter's Frozen Custard)

Ritter's Frozen Custard will open its second Houston-area location Friday at 22510 U.S. 59 North in Porter, near Kingwood.

Ritter's expects to have five locations in the area by next year.

The first Ritter's opened in Katy at 3427 North Fry Road about 16 years ago and is currently the only location in Texas, said Gary Occhiogrosso, president and chief development officer of Trufoods, the New York City-based owner of Ritter's.

A third location, in the Westchase area, is scheduled to open in mid-November at 3005 South Dairy Ashford near Westheimer, he said.

A fourth location will open in the Reserve at Katy area in the second quarter of next year, he said, soon followed by a fifth Ritter's in the Clear Lake area.

Ritter's features frozen custard and Italian ices.

The Ritter's in Porter will be the first in the 29-unit chain to sell hamburgers, Occhiogrosso said. The hamburgers will be made with three cuts of steak and served on a potato roll, he said. The Porter location will also serve hotdogs, chicken sandwiches, salads and other items, he said.

Future Houston-area Ritter's restaurants also will sell those food items, although the Dairy Ashford location won't serve them initially, he said.

The Ritter's on Fry Road has the highest sales volume of any unit in the chain, Occhiogrosso said.

The Ritter's in the Reserve at Katy area will be company-owned, and the other Houston area locations are franchises, he said.

Ritter's plans to eventually have 10 to 11 locations in the greater Houston area, he said.

The company's real estate representative is Crady Newton of Colliers International, he said.

Ritter's was founded in the Indianapolis area in 1989. The company also has locations in the Midwest and Florida.

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