A Good Business Idea: Opening a Yogurt Store Franchise by Joseph Carr

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Yogurt is a reason why lactose-intolerant people can still delight in a milk product. Considered a vital health food, yogurt is also an excellent food for people undergoing diets. No wonder the yogurt business in the United States has been thriving strong for the previous years.

Even though a derivative of milk, yogurt is not the same as what the milkman delivers to your doorstep. Unlike milk, yogurt is a bit sour and tangy to the taste due to the process of fermentation. Bacterial strains transform the sugars in milk into lactic acid. The more bacteria in the yogurt, the tangier it tastes. Just as wine comes from fermented grape juice, yogurt comes from fermented milk.

Analysts state that the dairy market in the United States is not yet displaying its full potential, indicating there is still room to grow. Soda giant PepsiCo is expecting to tap into the yogurt business by launching its dairy plant in Batavia, New York by 2013. Yogurt is really popular in Europe, so why not go big in Uncle Samâ€™s turf?

Given the fact that the dairy market in the U.S. still requires a little push, this is a good chance for the yogurt business starters. They can help out to aid the US dairy industry experience a growth spurtâ€”just like Greek yogurt being very popular in the country. While at a rather sluggish tempo, yogurt sales are definitely developing and is expected to do so.

Seizing frozen yogurt franchise opportunities may be a wise decision presently. Statistics show that, as of 2012, close to 50 million people in the U.S. cannot digest milk proteins, causing them to be lactose intolerant. Yogurt is easier to digest than milk since the bacteria in the yogurt break down the proteins to more digestible amounts. This permits the lactose-intolerant body to absorb the yogurt more easily.

Yogurt can be taken as is, with fruits on the side; or as an ingredient for a healthy fruit shake. Whatever means you think of to sell the yogurt for the lactose intolerant, opening a franchise business of yogurt is sure to grow. Very tangy, yes; but at least it has a valid reason to be like thatâ€”to help lactose-intolerant people receive the nutrients they need.

To learn more about yogurt, read websites such as WhatisYogurt.org and AskDrSears.com. To find out more about ways to get into the best franchise businesses, go to Franchising.com.

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