Got Yogurt? What Makes a Yogurt Franchise a Great Business by Joseph Carr

Article published on April 17th 2012 | Business

Yogurt is a reason why lactose-intolerant people can still take pleasure 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 U.S. has been thriving strong for the previous years.

Despite a derivative of milk, yogurt is not the same as the typical milk. Unlike milk, yogurt is relatively sour and tangy to the taste because of the process of fermentation. Bacterial strains transform the sugars in milk into lactic acid and the more bacteria in the yogurt, the tangier it tastes. Just like wine comes from fermented grape juice, yogurt comes from fermented milk.

According to analysts, the dairy market in the U.S. is not yet exhibiting its full potential, indicating there is still room to grow. PepsiCo, one of the leading soda companies expects to get into yogurt business by launching its dairy plant in Batavia, New York by 2013. Yogurt is very a favorite in Europe, so why not go big in the United States?

As the dairy market in the U.S. still requires a little push, this is a good opportunity for yogurt business starters. They can help out to aid the US dairy industry experience a growth spurtâ€”just like Greek yogurt being increasingly popular in the country. Even though at a rather sluggish rate, yogurt sales are definitely expanding and will continue to do so.

Learning more aboutfrozen yogurt franchise opportunitiesmay be a good idea presently. According to statistics, as of 2012, close to 50 million U.S. Americans are unable to digest milk proteins, making them lactose intolerant. Yogurt is easier to digest than milk since the bacteria in the yogurt break down the proteins to more digestible volumes. This enables the lactose-intolerant body to take in the yogurt with less effort.

Yogurt can be consumed as is, with fresh fruits on the side; or as an ingredient for a healthy fruit smoothie. Whatever means you think of to sell the yogurt for the lactose intolerant,opening a franchise businessof yogurt is bound to prosper. It may be tangy but at least it has a valid reason to be like thatâ€”to aid lactose-intolerant people obtain the nutrients they should get.

To find out more about yogurt, visit online resources like WhatisYogurt.org and AskDrSears.com. To learn more about ways to get into thebest franchise businesses, check out Franchising.com.

Article Source:
http://www.articleside.com/business-articles/got-yogurt-what-makes-a-yogurt-franchise-a-great-business.htm - Article Side

Joseph Carr - About Author:
For more details, search a frozen yogurt franchise opportunities, a opening a franchise business, and a franchise businesses in Google for related information.

Article Keywords:
best franchise businesses, frozen yogurt franchise opportunities, opening a franchise business

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!