The Yogurt Business: a Nippy Franchise with Fantastic Promise by Joseph Carr

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Those with lactose intolerance can still take pleasure in milk product: yogurt. Considered a vital health food, yogurt is also an excellent food for people undergoing diets. It's no wonder that the yogurt business in the U.S. has been thriving solid for the past several years.

Even though a derivative of milk, yogurt is different from what the milkman delivers to your doorstep. Unlike milk, yogurt is a bit sour and tangy to the taste as a result of the process of fermentation. Bacterial strains turn the sugars in milk into lactic acid and the more bacteria in the yogurt, the tangier it tastes. Just like wine is the product of fermented grape juice, yogurt is the product of fermented milk.

Analysts state that the dairy market in the U.S. is not yet exhibiting its full potential, meaning there is still room to grow. Soda giant PepsiCo is expecting to tap into the yogurt business by opening 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 United States still needs a little push, this is a good chance for the yogurt business starters. They can pitch in to help the US dairy industry experience growâ€”just like Greek yogurt being popular in the country. Even though at a rather slow rate, yogurt sales are definitely developing and will continue to do so.

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

Yogurt can be eaten as is, with fresh fruits on the side; or as an ingredient for a healthy fruit shake. Whatever your way of selling this godsend for the lactose intolerant, opening a franchise business of yogurt is sure to prosper. Very tangy, yes; but at least it has a valid reason to be like thatâ€”to aid lactose-intolerant people get the nutrients they need.

To learn more about yogurt, read online resources such as WhatisYogurt.org and AskDrSears.com. To learn more about how to get into the best franchise businesses, visit Franchising.com.

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