The Yogurt Business: a Tangy Franchise with Great Potential by Joseph Carr

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Thanks to yogurt, lactose-intolerant people can still enjoy a dairy product. For some time, yogurt has been seen as an important health food and an outstanding add-on to numerous diets. No wonder the yogurt business in the U.S. has been thriving solid for the previous years.

Despite a derivative of milk, yogurt is distinct from the typical milk. Unlike milk, yogurt is somewhat sour and tangy to the taste because of its fermentation process. Bacterial strains turn the sugars in milk into lactic acid. The more bacteria in the yogurt, the tangier it tastes. Just like wine is the product of fermented grape juice, yogurt comes from fermented milk.

Analysts state that the dairy market in the United States is not yet showing its full potential, meaning there is still room to develop. PepsiCo, one of the leading soda companies plans to get into yogurt business by launching its dairy plant by 2013 in Batavia, New York. Yogurt is largely famous in Europe, so why not go big in the United States?

Because the dairy market in the United States still needs a little push, this is a great opportunity for yogurt business starters. They can help out to help the US dairy industry experience growâ€”just like Greek yogurt being popular in the country. Even though at a rather sluggish rate, yogurt sales are definitely developing and is expected to do so.

Gettingfrozen yogurt franchise opportunitiesmay be a brilliant idea at the moment. According to statistics, as of 2012, near 50 million people in the U.S. cannot digest milk proteins, making them lactose intolerant. Yogurt is less difficult to digest than milk because the bacteria in the yogurt break down the proteins to more digestible sums. This permits the lactose-intolerant body to take in the yogurt more easily.

Yogurt can be eaten with fresh fruits on the side; or as an ingredient for a healthy fruit smoothie. Whatever means you think of to market the yogurt for the lactose intolerant,opening a franchise businessof yogurt is sure to grow. 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 need.

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

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