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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 spurt—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 about frozen yogurt franchise opportunities may 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 business of yogurt is bound to prosper. It may be tangy but at least it has a valid reason to be like that—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 the best franchise businesses, check out [Franchising.com](#).

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Article Keywords:

best franchise businesses, frozen yogurt franchise opportunities, opening a franchise business