

# FROZEN YOGURT

*A Foodservice Favorite Enjoyed All Day Long*



Frozen yogurt provides high-quality protein, riboflavin, calcium and other vitamins and minerals, making it a sweet way to serve nutrition. Large national chains brought frozen yogurt, aka “Fro-Yo” to Main St. and Mall Food Courts throughout the U.S. As a result, frozen yogurt has become a foodservice mainstay. Once considered an alternative to ice cream, frozen yogurt has blossomed offering a dynamic array of flavors and sensations.

## FROZEN YOGURT FACTS



The primary difference between frozen yogurt and ice cream is its base, frozen yogurt is made from milk instead of cream. The main ingredients are milk, yogurt cultures and sugar.

Frozen yogurt has become a foodservice favorite, added to smoothies or served with toppings as a dessert or snack.

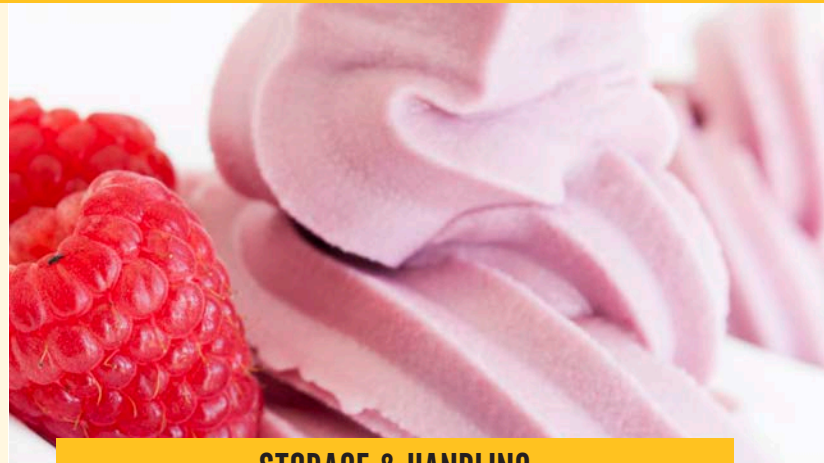


Frozen yogurt contains live cultures, which are dormant while frozen. Counts vary from 10 million to over 1 billion per gram, depending on the product.

Introduced in the 1970s, frozen yogurt became popular in the next decade and sales surged in the mid-2000s with the launch of probiotic powder mixes which expanded the accessibility.



Frozen yogurt is made by freezing a mixture of pasteurized milk (with or without other milk products), flavorings, seasonings, stabilizers, emulsifiers and lactic acid cultures. Frozen yogurt may be served soft for cones or sundaes, or hard-frozen for scooping; non-fat, low-fat and full-fat varieties of frozen yogurt are available.



## STORAGE & HANDLING

- Frozen yogurt is manufactured fresh and then immediately frozen. If kept frozen, the yogurt has a shelf life of up to two years. The powder mixes have a longer shelf life and can be stored at room temperature.
- The storage temperature for frozen yogurt should be kept at about -15°F.
- When delivering frozen yogurt, the containers should be kept close together to minimize temperature change during shipping. During transit the products are generally kept mechanically refrigerated at the same temperatures as in the storage facilities.
- To thaw frozen yogurt, refrigerate at 33°F to 38°F for 72 hours. Use within 14 days from the start of thawing. Once the product is thawed, shake well, and pour into a frozen yogurt machine.
- Once in the frozen yogurt machine, the product shelf life is approximately five days.



## FOODSERVICE APPLICATIONS

### Front-of-the-House

Frozen yogurt provides an ideal neutral base to experiment with many flavors; additionally, its natural tartness enhances many flavors. While vanilla remains the most popular, fruit flavors are also favorites especially strawberry and banana. Mango, coconut and other tropical options have found strong customer followings. Other on-trend flavors include crème brûlée, tiramisu, red velvet, and a full menu of coffee varieties such as vanilla latté and cold brew.

Innovative pairings with toppings are driving sales with fruit and healthier choices leading the way. Charging by weight takes on a whole new meaning when self-service includes 10, 20 or even more items. The most popular are candy – peanut butter cups, kisses, mints and malted milk balls – as well as cookies, Gummi bears, and sour candies.

Operators are also setting themselves apart by providing different experiences for consumers. Some are recreating a coffee shop ambiance – a cool place to hang out and listen to live music. Fast food and quick service restaurant are serving frozen yogurt all day – it's a popular sweet snack and a dessert. Consumers are attracted to the portability, customization and healthiness of frozen yogurt.



## WHAT'S TRENDING

### Self vs. Full Serve

Frozen yogurt offers operators the chance to boost guest check averages. Self-serve dispensers have become a favorite for operators and patrons alike, surpassing full-service models in 2009. Sixty-nine percent of shops are currently self-serve, with the fastest growth of self-serve kiosks occurring at airports and food courts. What's more, the self-serve models allow operators to reduce wage costs, saving on labor as well as reducing training expenses.

### Tart Flavors Catching On

Tart flavors have exploded on the scene, in many cases overtaking the traditional sweet versions that compete more directly with ice cream. According to a recent survey, 25 percent of consumers report tart varieties to be their favorites. California, America's leading fluid milk-producing state, is considered the domestic birthplace of tart frozen yogurt.

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