

## **Franchise Solutions Adds TCBY, “The Country’s Best Yogurt”, to Client List**

*By Jocelyn Chavez, Franchise Solutions*

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*TCBY, “The Country’s Best Yogurt”, has joined the Franchise Solutions directory of business opportunities.*

Franchise Solutions, a leading franchise and business buying information website, announced today that the healthy snacks and frozen yogurt franchise, TCBY, “The Country’s Best Yogurt”, has joined its client roster. TCBY ([http://www.franchisesolutions.com/franchise/TCBY\\_Enterprises.cfm](http://www.franchisesolutions.com/franchise/TCBY_Enterprises.cfm)) offers a diverse selection of soft serve frozen yogurt, smoothies and cakes. The popular concept’s extensive product offerings let health-conscious consumers satisfy their sweet tooth without derailing their healthy eating efforts. As more and more people adopt healthy lifestyles, the franchise continues to thrive.

The American consumer’s appetite for sweet treats has created a \$23 billion domestic industry of bakeries, chocolatiers, ice cream makers and other small businesses. TCBY is uniquely positioned in this flourishing industry ([http://www.franchisesolutions.com/ice\\_cream\\_franchises.cfm](http://www.franchisesolutions.com/ice_cream_franchises.cfm)). The franchise’s extensive menu of tasty yogurt snacks can easily be incorporated into the healthy eating plans that many consumers follow. The franchise concept offers prospective entrepreneurs the opportunity to attract a sought-after audience of savvy, health-conscious consumers, and own a business that is highly recession-resistant.

Regardless of the economy, people still partake in small indulgences like dessert. Of the 1,500 U.S. consumers that Technomic, a Chicago-based foodservice research firm surveyed, none of the respondents reported regularly skipping dessert. The global market for frozen desserts alone is projected to grow by more than three percent a year, to \$97 billion by 2010, due in large part to a rising demand for low-fat products (according to Global Industry Analysts, a San Jose, CA market research firm).

For over 25 years, TCBY has enjoyed a loyal following of customers and a new generation of TCBY devotees is emerging as the company expands its product offerings. The renewed interest, coupled with redesigned stores featuring an updated, contemporary look, is reinforcing TCBY’s appeal and contributing to the brand’s resurgence. These factors make this an opportune time for would-be business owners to take advantage of TCBY’s perfected recipes and proven business model. In addition to benefiting from TCBY’s powerful brand image, TCBY franchisees also receive in-depth training and extensive support.

TCBY is a Small Business Administration (SBA) approved franchise ([http://www.franchisesolutions.com/SBA\\_approved\\_opportunities.cfm](http://www.franchisesolutions.com/SBA_approved_opportunities.cfm)). More information regarding TCBY, as well as hundreds of additional franchise and business opportunities can be found on Franchise Solutions’ website. The website also features the latest business ownership news, articles about franchising, tools to connect with companies of interest, as well as resources which a prospective business owner may need. Additionally and most importantly, Franchise Solutions enables future entrepreneurs to explore the over 90 industries which offer franchises and business opportunities for sale without any pressure to purchase a business.

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Franchise Solutions provides franchises for sale and business opportunities to those wanting to start their own business. Search the small business directory to find the franchise opportunities that match your interests, skills and financial requirements.

Category Food, Restaurants, Business  
Tags tcbby, frozen yogurt, frozen yogurt franchise, ice cream, ice cream franchise, healthy food, yogurt franchise, yogurt business  
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