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How to start a Yogurt Business



Step 1 - Perform a market study. Figure out how frozen yogurt and ice cream shops are doing in your area and whether there is a section of town that could successfully support a frozen yogurt store. Think about the type of store you want to start (for example, gourmet, healthy frozen yogurt or inexpensive, kid-friendly yogurt) and match your location with the appropriate demographics and geography.

Step 2 - Make a business plan that incorporates the results of your market study. In addition, you'll need to decide how you will structure the ownership of your business----will this be a new start-up company, or will you be buying a franchise? Will you be the sole owner? You may decide to form a limited liability company for added financial protection. You will also need to think through the specifics of operating costs, how your frozen yogurt business will operate, what [TAYLOR](#) equipment you will need, the number of employees, and the amount of expected profits and losses.

Step 3 - Determine whether you can fund the start-up costs for your business out of your own money or will need to take out a business loan. Shop around to see what kind of financing offers you can obtain from banks. You will need to apply for a business bank account and business insurance as well. To check out rates in your area, visit bank-rate.com.

Step 4 - Go back to your market study and use it to settle on a suitable location for your business. Possible options may be a spot in a shopping center, a standalone store, a booth in a mall or a mobile cart. Make sure your choice is supported by what your market study predicts to be successful.

Step 5 - Apply for any necessary permits. Check with your city or county to find out which permits are required for restaurants and food service. Your business will need to be inspected and kept continuously up to code. In most instances, inspections can be done by contacting your local health department or the Department of Agriculture Food and Dairy Division.

Step 6 -Even if you are making the yogurt yourself, you will need suppliers for equipment, cones, cups, napkins and utensils. Make sure you are contracting with professional and quality suppliers with good track records such as [TAYLOR](#). Be sure your contract spells out time frames, penalties for late delivery and quality standards.

www.taylorus.com

Self-serve yogurt shops are popping up all over South Florida



PETER ANDREW BOSCH / MIAMI HERALD STAFF

Call it yogurt mania.

Self-serve, pay-by-the-ounce frozen-yogurt shops are sweeping South Florida, creating a rage among kids and their moms, teens, college students -- and pretty much everyone else.

The concept, which originated in California and began taking off in Miami-Dade and Broward this year, combines healthy -- and not-so-healthy -- choices with the all-important ability to control how

much you eat and spend.

"I absolutely love it. It's delicious," said José Serra, 16, who was topping double cookies and cream yogurt with Reese's Pieces and M&Ms at Weston's Yogurtland on a recent afternoon. "It's like ice cream times a thousand million."

The idea is simple:

- Grab a cup.
- Fill it from levered dispensers with any amount and combination of a dozen or so frozen yogurt flavors, from fruit punch to red velvet cake batter.
- Pile on toppings -- fresh fruit, nuts, cereal, crushed cookies, chopped candy bars and gummy bears, to name a few.
- Get it weighed, and pay. (Owners say cups average \$3 to \$6.)

South Floridians are flocking to franchise shops like Menchie's in Pembroke Pines and Yogurtland in Weston and independent stores like My Yogurt Bliss in Coral Gables.

"Yogurt as a category is clearly the defining food of this decade," said Harry Balzer, chief industry analyst of the NPD Group, based in Rosemont, Ill., who last made that declaration about pizza in the 1980s. "And this is the frozen version of that."

Restaurant orders for frozen yogurt increased 43 percent nationwide from 2006 to 2010, according to NPD's research.

Balzer attributes the self-serve craze to convenience (no cooking), versatility (daytime snack or nighttime treat), the appeal of healthy (or at least healthy-sounding) food options and consumer desire to control consumption and cost.

South Florida, it turns out, is a hotbed for yogurt. Miami ranks No. 9 in the nation in overall yogurt consumption, and No. 7 in volume of yogurt sales through retail stores, said Dan Caccamo, director of retailer/processor relations for Florida Dairy Farmers.

"When it comes to a healthy snack for your family, yogurt is just more healthy than ice cream," he said.



Pumpkin Spice Yogurt





Tayman and Jonathan Menke are residents of New Smyrna Beach. After growing up in Winter Park, both Tayman and Jonathan graduated from the University of Florida. Currently Tayman is a Kindergarten Teacher and Jonathan is an owner of a local construction company. Taylor wishes **Mango Tango** much success!



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SERVICE STATION

CARE & MAINTENANCE of BATCH FREEZERS



Cleaning and sanitizing for milkstone prevention is important for the batch freezer. This is especially true for the components that cannot be disassembled, like the freezing cylinder itself. If you are only using bleach water solution for sanitizing, you may end up with a long term issue of milkstone buildup. Follow the manufacturers instructions when preparing cleaning or sanitizing solutions. Using too strong of a solution can damage components, while too weak of a solution will not do an adequate job of cleaning or sanitizing. Most cleaner/sanitizers are safe for food use, and rinsing after sanitizing is not recommended.

As long as the scraper blades are replaced periodically, the freezing process is quite fast. Most batch freezers will make a batch in as little as six to ten minutes. It is extremely important that the scraper blade edge is able to cut those tiny ice crystals off the freezing cylinder wall, so if your blades are dull, it takes longer to make your frozen desserts. You should always replace scraper blades that are damaged or have nicks.

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