

Yogen Früz Says Hola! to Argentina & Peru

2008-08-06

Yogen Früz, frozen yogurt chain with stores around the world, is adding two notches to its global belt with newly signed development agreements for 29 stores in Argentina and 21 stores in Peru.

The new fro-yo emporiums will expand the franchise's footprint in Latin America, adding to existing Yogen Früz outlets in Dominican Republic, Chile, Colombia, Costa Rica, El Salvador, Guatemala, Bolivia and Venezuela.

The master franchisee for Argentina and Peru is Fruzco Chile SA, the same group that has been building the Yogen Früz brand in Chile for the past 15 years. Fruzco Chile SA has opened 24 Yogen Früz stores in Chile to date and is scheduled to open 5 other stores in Chile before year's end, with further expansion in that country. The master franchisee will be developing the two new markets under the names Fruzco Argentina and Fruzco Peru.

'Fruzco Chile has put us firmly on the map in Chile, and we have every confidence that they will have the same success in Argentina and Peru,' said Aaron Serruya, President of Yogen Früz. 'Argentina in particular is a very strong market with one of the highest gross domestic products per capita in Latin America and the 23rd largest total national GDP in the world, not to mention the über-cosmopolitan Buenos Aires. We needed a strong territory developer to introduce our brand in these countries, and Fruzco Chile was the logical choice with their experience in South America.'

The Yogen Früz menu is highlighted by 'Blend It,' a create-your-own combination of low-fat, non-fat or no-sugar-added frozen yogurt and a choice of 16 varieties of flash-frozen fresh fruit that is mixed in the company's proprietary machines while customers watch.

Customers also have a 'Top It' option consisting of plain yogurt with a choice of 18 toppings from fresh fruits to granola, carob chips and Cap'n Crunch. Other menu items include dairy and non-dairy smoothies, fresh fruit cups, and parfait-style breakfast yogurt layered with fresh berries.

Yogen Früz is a world leader in the frozen dessert category, with 1,100 locations operating in over 20 countries.

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