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FreshBerry opens in Tulsa

• 28 Jan 2008

TULSA, Okla. — David Rutkauskas, founder and CEO of Beautiful Brands International, has announced the opening of the new FreshBerry Frozen Yogurt Cafe — BBI's third fast-casual franchise brand — in Tulsa, Okla.

"FreshBerry frozen yogurt is perfect for health-conscious people who want to satisfy certain cravings without the added guilt," Rutkauskas said. "Pursuing a healthy lifestyle doesn't mean you have to skip out on something sweet."

FreshBerry's all-natural frozen yogurt is low fat, low calorie, high in protein and calcium and contains probiotics, helping regulate digestive systems and boost the body's natural immunity. BBI intends to market FreshBerry in multiple dayparts because of the wide acceptance of yogurt as a healthy meal alternative and anytime snack.

The FreshBerry menu features an all-natural frozen yogurt selection and fruit smoothies, with topping choices such as strawberry, blueberry, raspberry, blackberry, kiwi, pineapple and mango. Other toppings include Fruity Pebbles cereal, granola, toasted almonds, coconut and chocolate chips.

Coney Beach, BBI's second concept, is a retro, beach-inspired, gourmet hot dog and burger restaurant. The first Coney Beach opened in Tulsa in July 2007.

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