



Restaurant News

First FreshBerry Frozen Yogurt Cafe Opens

2008-01-28 — David Rutkauskas, founder and CEO of Beautiful Brands International (BBI) announced today the opening of the new FreshBerry Frozen Yogurt Cafe—BBI's third fast casual franchise brand.

"FreshBerry frozen yogurt is perfect for health conscious people who want to satisfy certain cravings without the added guilt," stated David Rutkauskas, Beautiful Brands Founder, President and CEO. "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. Because FreshBerry is a healthful alternative to typical frozen desserts, customers can be indulgent without sacrificing health.

The FreshBerry menu features an all-natural frozen yogurt selection. The menu will also feature fruit smoothies with an ample choice of fresh fruit toppings including strawberry, blueberry, raspberry, blackberry, kiwi, pineapple, and mango. Other toppings include Fruity Pebbles cereal, granola, toasted almonds, coconut, and chocolate chips. Additional highlights of the menu include additives and flavor bursts for the Smoothie Bar, yogurt by the pint or quart, and FreshPops frozen yogurt pops made from FreshBerry frozen yogurt.

FreshBerry is one of three concepts privately held by Beautiful Brands International. BBI was founded under the leadership of David and Camille and is responsible for the successful launch of worldwide, franchised brands including Camille's Sidewalk Café and Coney Beach.