



Restaurant News

FreshBerry Expands into Texas

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FreshBerry Frozen Yogurt Café, a frozen yogurt franchise brand, has recently signed two franchise agreements, with immediate plans to establish the six cafés in the Houston and Dallas-Fort Worth areas.

The FreshBerry concept was created by David Rutkauskas, founder, president, and CEO of parent company Beautiful Brands International (BBI). The first FreshBerry opened in January in Tulsa, Oklahoma.

FreshBerry's all-natural frozen yogurt is low fat, low calorie, and high in protein and calcium. BBI, FreshBerry's parent company, is currently marketing the frozen yogurt cafe in multiple day parts because of the wide acceptance of yogurt as a healthy meal alternative and anytime snack.

FreshBerry's menu features all natural frozen yogurt selections, fruit smoothies, and various toppings such as Fruity Pebbles cereal and coconut. Other menu items are additives and flavor bursts for the Smoothie Bar, yogurt by the pint or quart, and FreshPops, frozen yogurt pops made from FreshBerry frozen yogurt.