

Healthy froyos: a myth or reality research paper sample

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- Introduction

Ice cream has been the favourite dessert option for a majority of population worldwide. High fat, low fat -- all sorts of options along with the flavours are available in the ice cream world for ice cream lovers. However, made up of cream, ice cream somehow could not be accepted completely by those with a health food fetish. In such a scenario, chefs worldwide worked hard to find a way to please these health freaks. With the innovationists trying their best, a new dawn appeared in the form of frozen yogurt.

- Thesis statement

" Frozen Yogurt really is as healthy as it has been touted"

- History of Frozen Yogurt

Yogurt has been known to human kind since ages and had been widely used in the Middle East and India. The US saw the emergence of yogurt only in the early 1900s. The first yogurt was served by H. P. Hood as " Frogurt" in 1970s (internationalfrozenyogurt. com, n. pag). Over the years, with the popularity and demand of ice cream increasing, the concept of frozen yogurt emerged. However, the consumers did not quite take to the flavour of frozen yogurt. In 1981, TCBY became the first company to offer flavoured frozen yogurt to the customers. With the success of TCBY, many others jumped into the FroYo revolution, all of them working their way towards success. Thus, the FroYo revolution came about. Even the customers were happy since frozen yogurt went easy on their health and stomach. Nevertheless, the 1990s saw a decline in the demand of frozen yogurt as people became bent towards fast food.

In 2000s, an innovation changed the entire scene of frozen yogurt. Brought

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in the US by Pinkberry, this new tart-based frozen yogurt brought back the demand. This new form of frozen yogurt was tangy and tarter and could be made available to nations outside of the US. Self-serving booths were built and the demand for frozen yogurt catapulted over time. By the end of 2013, frozen yogurt became accessible to most of the population worldwide (internationalfrozenyogurt. com, n. pag).

Today, the first week of June has been declared by the TCBY as the National Frozen Yogurt Week and the first Sunday of the month of June as the National Frozen Yogurt Day. The popularity and importance of frozen yogurt can be much deduced from this.

- Recent Trends in Frozen Yogurt

According to Franchise Help, more and more people are attracted towards the concept of frozen yogurts because to the health factor involved along with the chilled atmosphere of the FroYo parlours (n. pag). According to the Chief executive of Red Mango as told to Franchise Help, they are working towards creating a coffee-house type environment where the ambiance will be such that induces relaxation and makes for a place of mingling (franchisehelp. com, n. pag).

Frozen yogurt has now become a 2 billion dollar industry, while the majority of its clients are women (understandably) (Borsari, n. pag). Nation's Restaurant News food editor Bret Thorn says, "Yogurt will likely be a longer-lasting trend, and I see no reason why the frozen variety should fade out" (franchisehelp. com, n. pag).

- How Frozen Yogurt is Made

The flavour of Frozen Yogurt is derived from two bacteria -- Lactobacillus

bulgaricus and Streptococcus thermophilous. These bacteria strains or culture form about 1% of the total ingredients used in making frozen yogurt. The main ingredient of Froyo is milk and milk products. Milk fats form 0.5-6% of the ingredient. "Milk solids, not fat" (MSNF) make for 8% to 14% of the total constitution. Another 15-17% can be attributed to sugar. Stabilisers further make for 0.5-0.6% of the entire mix. To this water and air is added that gives frozen yogurt the fluff and volume (Madehow.com, n. pag).

- Various Forms of Serving FroYos

There are several options for the consumers to choose from. Frozen yogurts are served in typically 4 forms:

- Soft-serve
- Hand-scooped
- Cakes and pies
- Smoothies

Soft-serves are plainer and tarter in flavour. Hence, for those who are on a lookout of different toppings and experimenting, these give more scope for making various combinations. Hand-scooped are more ice-cream like and hence, the manufacturers can experiment with various flavours in them. A new concept that has been emerging with the bakers these days is of making cakes and pies filled with frozen yogurt. Not only are these extremely innovative bringing the best of both worlds to the consumers, these also make for a delectable choice for birthdays and holidays. Lastly, several parlours these days are giving the consumers an option of making smoothies using frozen yogurts. They further add vitamins or proteins to these smoothies and hence enhancing the health-factor of the smoothie

(franchisehelp. com, n. pag)

However, is the picture really as great as it appears? In the sections to follow, we will be accessing the ingredients that make frozen yogurt and the health compatibility of frozen yogurt, while also accessing the various types of frozen yogurts available in the market.

- Analyzing the FroYo Scenario

One of the best things that could ever happen to those who find it difficult to curb their urge for sweets and yet maintain their health -- frozen yogurt came as the ultimate answer. However, what people do not know is the fact that not all frozen yogurts are as healthy as they seem to be and not all of these have the goodness of the good old yogurt. In the sections to follow, we will analyze the ingredients used within the process of making frozen yogurts and their health quotient.

First of all, comparing frozen yogurt with ice-creams.

- Frozen yogurts use milk as their main base, while ice creams use cream.

This makes yogurts less fattier option.

- Ice creams use sugar and salt in order to reach their taste. Frozen yogurts use sugar but in lesser quantity. These rather use honey or agave nectar as substitutes.

- Like in ice-creams, one can enjoy yogurts in a variety of flavours and toppings. (fitday. com, n. pag)

What is a lesser known fact is that frozen yogurt, in its most original form (plain), still adds up calories up to 35 calories per ounce, with additional 20g sugar (Borsari, n. pag). Add to this the yummy flavours and toppings and

what was thought to be a "no-fat" dessert, becomes as fatty as any other option available in the market.

Secondly, unlike the common thought that since yogurt contains with it the good bacteria or probiotics that support the stomach digestion and boosts immune system, frozen yogurt may or may not come with those. As told by Geneden Biotech Inc's VP to Shape. com, "Shelf-life, manufacturing processes, stomach fluid and—particularly in the case of frozen yogurt—extreme temperatures can prevent probiotics from surviving and getting to where they can do the most benefit." Thus, even though probiotics are found in frozen yogurt, they are not of any use to your body (n. pag).

According to an article posted by Laura Schocker on Huffington Post, "We came across additives Some contained carrageenan, a thickening agent derived from red seaweed that has been associated with adverse health effects, albeit hardly conclusive at this point." Further, some of the natural berry flavours that the FroYo's showcase may come from the castoreum (extracted from beaver's perineal glands!). Nevertheless, the point to be made here is that Frozen Yogurt or FroYos are not exactly as they seem to be. Unless one is extra cautious and completely trusts the brand of frozen yogurt, you might actually be getting lesser than you imagined.

If you have been one of the frozen yogurt enthusiasts, don't feel dejected yet. The fact is that many companies have started realising the error of the frozen yogurts. As Karen Borsari mentions in her article, "Frozen yogurt manufacturers, like Red Mango, are beginning to realize the delicacy of probiotics and are starting to use strains that can survive the freezing process and other challenges these healthy bacteria face" (n. pag). Thus,

with the probiotics surviving in the frozen yogurt being served, the customers get most of the benefits of plain yogurt in original form. Secondly, according to Karen Borsari, "Pinkberry, one of the leaders of the "real" frozen yogurt movement, serves up 116 calories, 0g of fat and 20g of sugar per half cup." TCBY and Ben & Jerry's also boast of almost fat-less frozen yogurts (n. pag). The only point to consider for those on a lookout of calories and fat is in the form of toppings. Consider your choice of toppings carefully as a seemingly fat-less topping might be rather loaded with fats. Another issue to mind is that Frozen Yogurt is not a substitute for Yogurt; rather, it is a substitute for ice creams. Therefore, only if you are looking for a lesser fatty and healthier option compared to ice creams, then go for FroYos. Nothing can substitute the goodness of plain old yogurt or curd. Lastly, no one is forcing you to eat that cup of Frozen Yogurt. The ingredients are well written on the cover of the cup. If you are indeed a fanatic when it comes to the ingredients used and their place of origin, read the ingredients and choose the cup that offers you your choice of ingredients. If the above mentioned points have been well understood and accepted by you, the FroYo revolution can indeed continue in its fervour.

- Conclusion

In the passages above, several issues have been addressed and brought to light that question the health viability of the frozen yogurt. While till now, the common conception was that frozen yogurt is as healthy as plain yogurt, it has been proved that this common conception is false. Nevertheless to say that frozen yogurts do not contain any goodness will also be wrong for us to say. With the manufacturers of frozen yogurt realising the need for surviving

probiotics in frozen yogurts and efforts being made on that end, a cup of frozen yogurt might actually do the consumer good health-wise.

Therefore, making a conclusion, it might suffice to say that " Frozen Yogurts do make for a healthy eat when compared to the traditional ice creams.

However, to say that frozen yogurt is as good as regular yogurt would be a false statement to make."

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