

# Dairy

Innovative Ideas for Dairy Processors

## FOODS

New Products & Marketing

## NEW PRODUCT REVIEW

Smoothie lovers everywhere now have another option: Beriyo from TCBY. Based in Salt Lake City, TCBY has been a frozen treats product innovator from the day its first shop opened in Little Rock, Ark., in 1981. This current innovation combines real fruit and The Country's Best Yogurt (TCBY), which happens to contain seven types of live active yogurt cultures, including probiotics.

The Beriyo menu includes Mondo Mango, Straight-up Strawberry, Berrilicious and Black N' Blueberry, to name a few. The smoothies can be made with either TCBY 96% fat-free frozen yogurt or fat-free frozen yogurt.

"TCBY was the first to launch frozen yogurt nationally, and we've continued to be innovators in the field," says Steve Willes, TCBY brand manager. "With 25 years of frozen yogurt experience, we know how important it is to continually provide our devoted customers with great-tasting,



healthier-eating choices made from our premium frozen yogurt. Our new line of Beriyo smoothies continues that proud tradition."

Convenience stores (c-stores) and quick-service restaurants (QSRs) can now offer consumers high-quality, ready-to-drink iced coffees and teas thanks to Whitney's Foods, a producer and marketer of premium dairy products, and an affiliate of Steuben Foods Inc., Jamaica, N.Y.

New Whitney's premium iced coffees and teas are distributed in Multiserve SafePaks, a recent advancement in aseptic packaging and dispensing. This innovative new technology allows product to be dispensed safely and efficiently from a flexible package without refrigeration or preservatives. No longer do food-service operators need to make a capital investment in refrigerated dispensing equipment.

**LIME** public relations+ promotion

Source: Dairy Foods  
Circulation: 22,400  
Date: January 2008