

For Immediate Release:

**Yogel's Frozen Yogurt Goes Healthy with YBY: Yogel's Brand Yogurt –
Lo-Carb Frozen Yogurt Retains Flavor and Texture.**

Las Vegas, NV August 25, 2011 – **YBY, Yogel's Brand Yogurt** is a private-label lo-carb frozen yogurt that tastes even better than the high-sugar, high-carb frozen yogurt found in most frozen yogurt stores, including national franchises.

Yogel's YBY frozen yogurt is made with natural sweeteners and *fresh yogurt*. *With YBY*, calories are reduced by 44% while carbs and sugar drop to a minimum.

You can do the research yourself. Begin by asking your neighborhood frozen yogurt store what product they use. Next, do an online search for the nutritional composition of that product. The nutritional label will reveal a 4 oz. cup of frozen yogurt has approximately: 110 calories, 25g carbs, 18g sugar. It may be non-fat, but the carbs and sugar are still there. Watch for the commonly used NO-SUGAR-ADDED. This description is deceptive because the product is still high in filler-carbs and calories.

YBY Yogel's Brand Yogurt is blended daily – onsite, using fresh, natural ingredients without freezing or thawing mass-produced products. Consumers taste the difference immediately. Yogel's provides a nutritional label to verify product ingredients.

It's the same story over and over. Ice cream stores are closing down because frozen yogurt is popular among health advocates, but now the truth is revealed over the internet: frozen yogurt stores use a product that is full of sugar, carbs and calories. So, if you opt for that product, you might as well have old-fashioned high-caloric ice cream.

Two Athletic Club members dropped by Yogel's to taste the new YBY Lo-Carb recipe they had heard about. The initial comment was, "How can this taste so good and still be healthy? We'll be back tomorrow." YBY tastes so good because all the ingredients are fresh, with nature's sweeteners including Stevia and real fruit flavors: nothing artificial.

Yogel's Frozen Yogurt Store & Tasting Kitchen is located at 4220 S. Grand Canyon, Las Vegas, Nevada 89147 phone 702-566-8200. YBY Yogel's Brand Yogurt is available in 30 – rotating natural flavors. Daily Happy Hour: 3pm-6pm. Live-music on Friday nights. Both yogurt cups and smoothie-shakes are self-serve with an island of fresh toppings. There are sample cups for tasting and 50% discount coupons off your first order.

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