

Northern Colorado BUSINESS REPORT

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TCBY will expand in Colorado, including two Fort Collins locations

By NCBR staff

FORT COLLINS - TCBY has formed an agreement with local business owner Steve Lauer to expand into Northern Colorado, opening eight locations in the region by the end of 2013.

Lauer, who also owns Qdoba and Subway franchises, will open his first two TCBY locations in Fort Collins by the end of November 2011, adding to TCBY's 15 current Colorado locations and more than 380 locations nationwide.

"As a multi-unit franchisee with 25-plus years of experience, I believe TCBY has developed the right combination for continued growth and success," said Lauer. "Not only has TCBY been innovative in launching its new brand, self-serve platform and yogurt classification, but TCBY always holds true to its long-standing reputation as a trusted brand unwavering in quality and taste."

TCBY recently released a new type of frozen yogurt, said to be the healthiest available. Company officials believe such products will fit in well with the lifestyles of Coloradans.

"Because the state is strongly focused on health and active lifestyles, we see significant opportunities for franchise growth in Colorado, said Tim Casey, CEO of TCBY.