

Here's a sticky question

Great pretenders come into their own

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Dawn Taylor, owner of Dawn's Yogurt 'n Cream in Rochester Hills, serves Columbus. "It tastes like soft serve ice cream," she said. She also sells ice cream, but only 5 percent of her customers request it, she said.

"Parents won't let their kids eat ice cream anymore. And, doctors send their heart patients here because the yogurt's fat content is low. The Lite flavors have no fat."

Taylor, who offers 25 toppings for nearly 30 flavors, said customers are lined up outside the door nearly every day.

GALE Hirs, owner of Yox in West Bloomfield, serves Columbus to about 350 customers a day. She opened her store in April, after seeing how popular it was out west.

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"I was going to Arizona State University, and I would eat yogurt every day... sometimes in place of meals," she said. "When I came back here, I craved it. I told my father, 'we should open a store.'"

Working in a yogurt shop in Virginia convinced Wilma Sackett to start her own franchise of "I Can't Believe It's Yogurt." She starts her business in August in Birmingham. (Another franchise owner will open a store in Southfield around the same time.)

"We served about 800 customers in a day, and not one person said they didn't like it," Sackett said.

Al Loewenstein, owner of Frostyogurt in Troy, first introduced his

brand at Alfred's restaurant in Somerset Mall in 1976. He developed his own formula and decided to sell it in kiosks in the middle of malls. It's now available at Oakland Mall in Troy, Northland in Southfield, Tally Hall in Farmington Hills and Wonderland in Livonia, among others.

"Frozen yogurt boomed in 1976, then fizzled out," he said. "I'm sure it's here to stay this time."

TCBY, one of the largest chains of stores, has more than 1,000 franchises across the country — 33 in Michigan and 13 in Wayne and Oakland counties.

"We're projecting 1,200 by the end of 1988," said Edward Cullum, vice

president, administration. TCBY Founder Frank Hickingbottom opened his first store in Little Rock, Ark. in 1982, after retiring from the restaurant and food production business.

"It became so popular that he decided to come out of retirement," Cullum said.

While many of its competitors offer around 20-30 flavors, TCBY boasts more than 40. "Our most popular one is white chocolate mousse," Cullum said.

Some of their more unusual flavors include kiwi, watermelon, root beer, pumpkin and grape.

Glamour will be selling a yogurt maker by Maas for \$130.

Here's a recipe from H.P.'s Ice Cream Book (H.P. Books):
1 pint fresh strawberries
2 cups plain yogurt
1/4 cup sugar
1/4 teaspoon vanilla extract

Wash strawberries, remove and discard caps. Puree berries in blender or food processor until almost smooth. Set aside in a medium bowl. Stir yogurt until smooth. Stir in sugar and vanilla. Stir in pureed berries until well-blended. Pour into ice cream canister. Freeze in ice cream maker according to manufacturer's directions. Makes 5 cups.



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