

Battle of the Fro-Yo: The latest snack craze

Reporter taste tests and chooses best frozen yogurt in town

Story and photos by Madelyn Smith
Reviewer

Bright walls. Modern furniture. Umpteen flavors and toppings are laid out before you in a virtual candy-coated rainbow. YoZone and TCBY, two frozen yogurt shops in Burlington, N.C., have their similarities, but each store is also known for different deals and flavors. Frozen yogurt has become popular among the college crowd for its low-calorie and tasty makeup. Now students have more than one option for Fro-Yo within a few miles of campus.

Veteran store TCBY now has a new competitor less than a mile away. Luckily for Fro-Yo lovers, this means more topping variety, flavors and neon spoons to dig into their favorite sweet treat.



TCBY

2779 S. Church St., Burlington

Vs.

YoZone

309 Huffman Mill Road, Burlington



TCBY: An "oldie but goody"

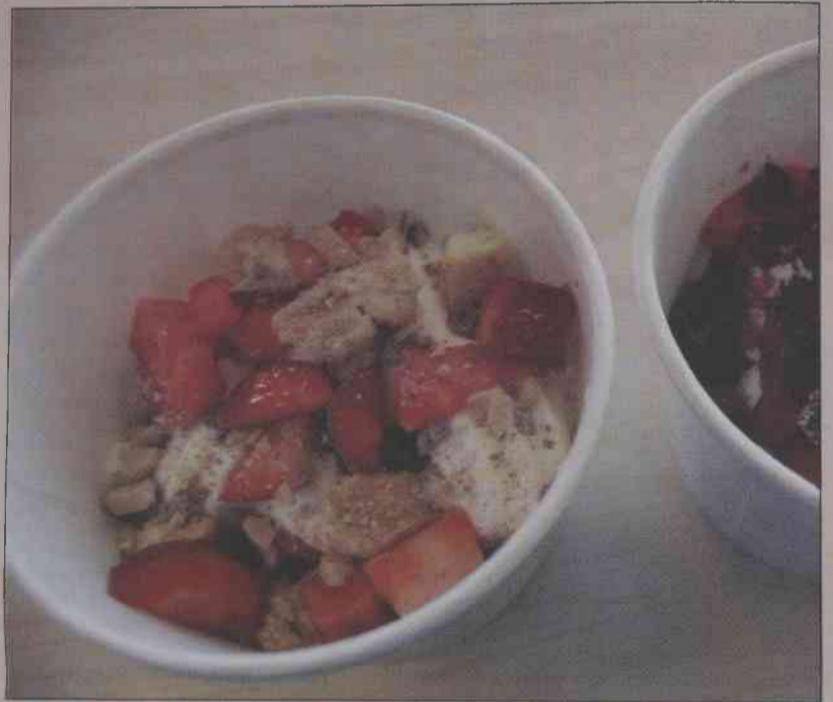
TCBY is about five minutes from campus, making it an obvious contender in the FroYo battle. What sets it apart besides its well-known name?

First, the prices. If it's a Wednesday night and studying is not going so well, my mind tends to drift to the irresistible Waffle Cone Wednesday, where a cup or cone of regular ice cream costs just 99 cents. And while prices are fixed, they are reasonable.

Unlike YoZone, TCBY sells food items other than yogurt, so

if I don't feel like eating a filling cup of Cake Batter ice cream, I can indulge in milkshakes, smoothies or fruit bars. Variety is where TCBY gets its edge.

TCBY's frozen treats are technically considered yogurt, but I am more full from eating a cup of vanilla yogurt at TCBY than a cup of the same flavor at YoZone, meaning its flavors have more of a soft-serve consistency. And because many of its options are pre-mixed, like Cookies n' Cream, I don't get to personalize my yogurt purchase as much as I do at YoZone.



YoZone: the low-down

YoZone is the newest edition to the frozen yogurt, or Fro-Yo, craze that is rivaling cupcake shops and ice cream parlors nationwide. It opened in December and has since been the go-to place for Elon students, families and large groups, even in the coldest winter months that usually lend themselves to coffee outings.

I've been to YoZone multiple times and simply cannot stay away. Other Elon students seem to share my love for the store, because on any given night between 7:30 p.m. and closing time, it is buzzing with chatty groups of Elon students.

Wood has recognized this surge in 20-something visitors. "To

make it easier for the students, we just got the machine in for them to use their Phoenix Cards," he said.

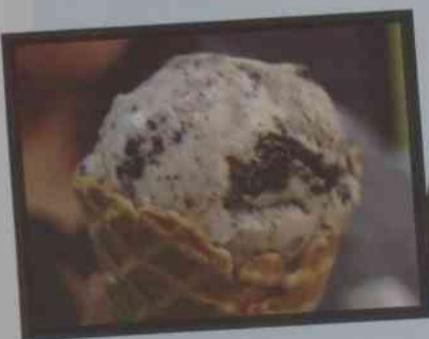
YoZone's self-serve approach and weigh-in pricing is a huge bonus. And creating my own personalized yogurt masterpiece is just plain fun.

I start out with one of the fruitier flavors (the flavors rotate weekly) and then add California Tart, a versatile flavor that compliments anything. And for the toppings, I opt for the classic strawberries and chocolate combo. If I feel the need to splurge, I'll even add some gummy bears. Despite eating a hefty cup of yogurt like this, I am generally less full because YoZone's yogurt is lighter than the creamier soft-serve at TCBY.

Making a decision

Decisions, decisions

While YoZone and TCBY both sell frozen yogurt with optional toppings to add on, it's worth comparing both shops to determine the best fit for your Fro-Yo needs.



Local Yogurt

2501 University Drive, Durham

Local Yogurt: A new contender

Elon students may soon have an even tougher time choosing their favorite when Local Yogurt comes to campus March 5. It will be taking over 116 Oak's location in downtown Elon.

Local Yogurt — nicknamed "LoYo," already has locations in Raleigh, Durham and Greenville.

Local Yogurt, like YoZone and TCBY, is already on the social networking scene, using Twitter and Facebook to promote flavors and special discounts. It's \$1 off with college I.D. nights will be a big hit for students, not to

mention it will be conveniently located steps away from Elon's main campus.

Like YoZone, Local Yogurt's prices are also based on the weight of each cup, so I can either pile on the toppings or go with basic flavors, depending on how much I'm willing to pay.

Local Yogurt's name also comes from its commitment to buying fresh ingredients from local farms and vendors. This puts a healthy spin on the already delicious dessert choice that will no doubt continue to become popular.