

YoDreams is a newly renovated frozen yogurt company located at 24 LaSalle Ave, Waco, Texas. The store is run by three brothers, connected not only by their family lineage, but also by their entrepreneurship abilities and drive to succeed. They have prior experience in the frozen yogurt business. Bret is the owner of Weigh Station in Belton, and Adam was the owner of YoDreams in Lewisville. Their goal for Waco's YoDreams is "to provide the highest quality product, along with the highest of customer service standards to the Waco and surrounding areas every day" (Employee Handbook).

Currently, the brothers are promoting YoDreams via [Twitter](#), [Facebook](#) and business cards. Punch cards or discount text messages will be distributed to customers, and a frozen yogurt mobile truck will make appearances at on-campus Baylor events and events in the surrounding Waco community. YoDreams will also feature a "slab area" next to the store that will introduce live music once every week, including local artists from Baylor that are sponsored by the university's Uproar Records. This will encourage the attendance of Baylor students and differentiate the store from other frozen yogurt companies in the area. Lastly, YoDreams will donate a percentage of its profit to a different philanthropy every month in order to give back to its customers.

The store offers ten different types of yogurt, a comfortable atmosphere and friendly customer service.