



Yolato partner Queensboro Farm Products has been producing dairy products in New York state for more than 100 years.

# LOCAL NY PARTNER

## Yolato New York, NY

**Doing business with ASC  
since 2010.**

Yolato was founded in 2006 to offer New Yorkers premium tart frozen yogurt, yogurt gelato and sorbetto. By the end of 2007, Yolato had four retail operations in New York City and New Jersey, and then added two additional locations the following year.

**Supporting local economies and leaving as small an eco-footprint as possible drives Yolato's philosophy.**

In 2008, Yolato introduced two frozen yogurt gelato bars, Pomegranato and Naturalato, to the New York City grocery market. They were an immediate success, with the Pomegranato voted "Best Pop of the Year" by Self magazine in September 2009. Yolato's wholesale operations also began in 2008 with its first Yolato Express locations appearing in cafes in New York City. By 2010, due to exorbitant lease rates, Yolato began to exit retail and focus on its wholesale and grocery businesses.

Yolato's signature Tart Frozen Yogurt is the cornerstone of its wholesale product line. Initially a powder and mixed onsite, it was a footprint to today's use of local dairies to serve local customers.

Because of customer demand for a kosher, soft-serve product, in 2011 Yolato released a ready-to-use Signature Tart flavor from Schneider Valley Dairy in Williamsport, Pa. The proprietary treat — all-natural, kosher, fat-free, gluten-free, cholesterol-free and made with rBst-free milk — contains live and active cultures. Yolato provides guilt-free enjoyment.

By 2013, Yolato had partnered with its second dairy, Queensboro Farms in Canastota, to supply its New York state customers.

Today Yolato continues to enter new markets and expand its offerings with new and seasonal flavors, including fruit and meal replacement smoothies.