



Yo Dreams Yogurt is a new business located at 24 La Salle Ave. Waco, Texas. The Dominguez brothers purchased and renovated a frozen yogurt store previously held at this location.

Adam, Bret and Cole Dominguez are connected not only by 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 Yogurt in Belton, Texas. Adam owned YoDreams in Lewisville, Texas. Their goal for Yo Dreams Yogurt is “to provide the highest quality product, along with the highest of customer service standards to the Waco and surrounding areas every day.”

Currently, the brothers are promoting Yo Dreams Yogurt on social media sites, such as Twitter and Facebook. Punch cards or discount text messages will be distributed to customers, and a frozen yogurt mobile truck will make appearances at on-campus Baylor and greater Waco community events.

Yo Dreams Yogurt will also have a patio next to the store introducing live music once a week by local artists from Baylor’s UpRoar Records. Live music will encourage a hangout atmosphere, differentiating the store from other frozen yogurt shops.

The company plans to donate a percentage of its profits to different charities on a weekly/monthly basis, promising a commitment to the Waco community.

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