



Episode 10 “Family Fresh FroYo Bites”

Welcome to the tenth and final episode of Season 1 of the NJFPA Stradley Ronon Food Forum Podcast. In this episode, [Todd Von Deak](#), Assistant Executive Director of [NJFPA](#), speaks with [Haskell Noah](#), Founder & President of [Yo's FroYo Bites](#). They talk about social media, family business and breaking into the food processing industry from the outside.

Guest Bio:



Yo's FroYo Bites was born from 10 years of non-stop R&D at Haskell Noah's home food lab in Queens, New York. A true family business, Yo's FroYo Bites was named after his son Yosef. Haskell is a passionate supporter of apprenticeship pathways to success and the use of social media to connect directly with consumers. You can find him most often on Instagram at [@yosfroyobites](#).

Sustainability issues have always been a priority for Yo's FroYo Bites. Their food supply chain was developed from the ground up with a top priority of eliminating supply waste from production line to retail and on through consumer consumption. Their goal is to be completely vertically integrated by 2035.

Listeners will hear:

- What the food processing industry looks like through a fresh new entrepreneur's eyes.
- How the food processing industry and family businesses can be especially suited for apprenticeship pathways to success.
- How social media gives entrepreneurs brand building opportunities that never existed before.
- How to bring your authentic self to your brand and build community around it.
- Haskell's experience working with the [Rutgers Food Innovation Center](#).

- On the value of trade shows and trade magazines to new entrepreneurs.
- What Haskell loves about working from home in a family business, and advice he'd give for making it work.

Edited Interview Transcript

Todd Von Deak [1:22]

Hi, it's Todd Von Deak from the New Jersey Food Processors Association. And I am so thrilled to be back with you with the next edition of our Food Forum Podcast Series, brought to you in collaboration with the good folks at Stradley Ronon. Today, we're taking a bit of a different track with our interviews. It's going to be a fun conversation. I know that for sure, perhaps about a piece of the food processing industry that we don't get to talk about every day. They sure as heck are doing some neat things that we want to share with you and they've got a great story that we think you ought to know about. So with that in mind, it is truly my honor to welcome Haskell Noah from Yo's FroYo Bites to the podcast series. Haskell, thanks for joining us.

Haskell Noah [2:15]

Good afternoon, Todd. Thank you so much. Thank you for inviting me. I appreciate it.

Todd Von Deak [2:20]

Happy to have you. Maybe we start off today, if you don't mind, tell us a bit about Yo's FroYo Bites.

Haskell Noah [2:29]

Yo's FroYo Bites is a small mama and papa snack food startup company. Currently in pre launch brand building mode. That's what I'm doing at the moment. I'm getting the energy out there. I'm getting the brand out there. What I've done, basically, I've spent the last 10 years of my life in the basement lab. Basically the basement of my home is a food lab, a really nice food lab. Nice enough for me to have a nice brand look. It's on Instagram. It's pretty big on Instagram. I've spent the last year and a half to two years building an Instagram following so that I could have that direct to consumer relationship. Relationships are really important to me, so having a direct to consumer relationship is really important.

Basically, I make freeze dried snacks. More specifically, it's frozen yogurt that's no longer frozen. I take out all the water by freeze drying the snack and that leaves it crunchy. Because it's now crunchy, it never melts. Unlike any other frozen yogurt, it doesn't melt. You could take it with you because it's packaged appropriately. So you can put it in your handbag, glove compartment of your car. You will be able to, not right now, but you will be able to buy in any convenience store across America. It's a shelf stable, on the go, frozen yogurt snack, that is in a 'better for you' category. That's what I'm building. That's where I am right now.

I've also spent a lot of time going to trade shows over the past several years, when I say several years to be more specific 10 years. 10 years with trade shows, every food trade show you can think of. That's been part of my research and development, or let's say research because going to trade shows is not really developing at the time. I'm just researching, researching, researching, looking to see if there's anyone that does anything like what I would like to do. And that's been very encouraging. Because

whenever I went to trade shows, which is several times a year for a decade, I never saw anyone do anything like what I was working on. So that made me just keep on going and going and going and get to where I am right now, in the pre launch, brand building stage, getting ready for soft launch.

Todd Von Deak [4:29]

Sounds good. Now, Haskell you call this a mama and a papa business or some words like that. But I know that that's not fully accurate, because it's a moma and a papa and a son business at the end of the day. So you're truly a family business. And I'm wondering if that has been what you expected it to be?

Haskell Noah [4:51]

That's a great question. You know, you're right. Thank you for bringing that up because it is more of an old school term, mama and papa. It used to be maybe the mama and papa are out working while the kids are in school or whatever. But for me, I left school when I was 16 years old. I was not academic, I couldn't take it. I was constantly going from school to school, I couldn't do it because school was not for me. I had a learning Disability, I always had a disability. So I use that to my advantage. I've always used it to my advantage and just work harder. My son also decided it's time to leave school. He's like, dad, I'm not academic, you know I'm not academic. I either had to push him into college and spend a lot of money we don't necessarily have, to have him just go and do the formalities of college, or to come and learn to be an apprentice working with the family.

The name of the company is Yo's FroYo Bites, because it's named after him. I want this to be his legacy, my legacy to him, that I give him when the day comes for me to pass it on. It's something I can leave him with. You know, if you don't have a college degree, that's fine. You've got to work hard, work smart. That's what I've enjoyed very much, being a family business, working with my wife, working with my son. All the lessons, all these father son lessons I'm giving him, life lessons and business lessons. How to do things in a business from what I've learned in 47 years of my life, I'm now passing on to him. Monkey see, monkey do, he gets to see dad do things and I do it with all my heart, with a lot of love and kindness, everything I do. So that it reflects and then he becomes, he's definitely a, what's called a mensch. Now, maybe it's not a common word, a mensch. But for those who know it, he's becoming a mensch and this makes me very happy.

So I definitely agree, we all embrace [audio unclear]. We don't step on each other's toes. We crosstrain. As an example, we do sample promotions, we send out samples, we send out 10,000 samples to people all over America over the past 18 months. Individuals do these sample promotions that we run. To get those samples ready, they're done in the basement lab in the house, where I have the freeze dryers and all the experiments going on. So we make these samples and package them up, we send them out. One part of that process is going through Stamps.com. Stamps.com we've chosen to send out our packages to save a little bit of money, it's online, it's nice and easy. You don't have to go to the post office and drop them off. Well, we still go to the post office and drop them off, but we don't have to wait in line and get the postage labels for each and every envelope. We do that at home. But my point is that we cross train with everything that we do so that we can all know how to use Stamps.com. I didn't want to learn how to use it. I've got so many things already going through my head. I didn't want to embrace another thing, technology, that I need to learn.

But at the end of the day, working as a family, we cross train, we learn we can do each other's [job] and we don't mind, there's no resentment, there's no animosity. When you've got employees, it's like, oh, I want to climb the ladder. And the next person, I want to climb the ladder, I want to climb, everyone's climbing the ladder. When you work as a family, there's no ladder to climb, we're all working as unity. So really we embrace that. That's very helpful having that way of thinking.

Todd Von Deak [7:47]

What's been the biggest surprise in having a family business?

Haskell Noah [7:53]

I would say that I'm very blessed. There really aren't any surprises because we communicate very well. Something that most people don't know is my wife's parents are both deaf. They were both from a very young age born deaf, one was born deaf, one from a young age deaf. So she grew up in a household where communication was different, let's say. Things are not so easy to communicate when one's deaf and one's not deaf. So communication is challenging. So when my wife and I got married, we decided to work on making sure that we have really good communication. So that's been fantastic. There are no real surprises or challenges when you set up everything. Your day to day operation, you do this and I do that. We all know what we're doing, we all know when it's communicated. There's no surprises, we all know.

So that's really the key. Imagine if I went through my day as busy as I am but I didn't let my wife know what I was doing, didn't let my son know. It was a surprise, everything was a surprise to them. Like oh, Dad, why don't you tell me what's going on, you never fill me in. So the more you communicate, the better communicator you are, the less surprises and the easier the day goes. That's really how you do it.

Todd Von Deak [9:03]

I have a feeling I know your answer to this based on what you just said. But let's say you come in contact with someone about to begin their own family business or their own family journey like that. What's the biggest piece of advice on making it work?

Haskell Noah [9:17]

The biggest piece of advice on making a family business work is, you can't over express this, it's important to cross train, but also to give room for personal growth. That's really important. You don't want both individuals or three individuals in the family business doing the same thing. Because then you're going to step on each other's toes. There is enough to do when you're launching a business where you don't need to do exactly the same thing. So personal growth within there and a pat on the back is always nice, a pat on the back. Say well done, well done. Who doesn't like a well done?

Todd Von Deak [9:50]

That's the quote of the day who doesn't like a well done. That's just so spot on. We're all human.

Haskell Noah [9:57]

It makes the dinner table more light as well, more fun, getting more smiles, at the dinner table. Otherwise everyone's all fixated on their phone, they all have frowns, no one wants to talk to each other. Imagine that environment. So I don't want that environment to happen. I want it to be all good at the dinner table. You have to work towards that throughout the day.

Todd Von Deak [10:14]

A 'well done' goes a long way. And those people during the day are still there at the dinner table. Don't forget it. The last 18 months have been an interesting one full of twists and turns, challenges and opportunities, I do think. I'm curious how this pandemic we've been dealing with has affected what you've been doing in your business.

Haskell Noah [10:36]

I love everything about everything that comes my way. I embrace it, no matter what it is. Whether it's vacuuming the floor, or washing the dishes, and cooking dinner, it doesn't matter what it is, I embrace things that come my way. So that the pandemic happened is way out of my control. I didn't initiate it, I didn't start it. Instead of just staying at home, doing nothing for a year, I'm very blessed, by the way, that my lab is in my home. So when everyone else was homebound, I've been able to go to work. I will come down the staircase, and there I am in my lab. When I'm hungry for lunch, go back upstairs and that's the benefit of working from home. But I think that the pandemic has allowed me to...

First of all, it's made other people stay at home. Which makes the social media awareness out there, the audiences even more engaged than ever before. So I think that's the biggest... Actually, that's the biggest thing that I've found, I've connected with, is the Instagram audience. They're on Instagram, or they're looking for content, the people look at everyone. You see, I'm part of it as well. You know, we're all looking. Anyone on social media is looking for content and content, that's not just a one off. One offs are nice, people look at them, but more of a consistent content. I'm brand building throughout the pandemic. I'm letting people know that it's not just a brand. So it's not just Yo's and what Yo's represents. It's Haskell.

At the end of the day it's my company. I think it's important for people to know who the owners of companies are and what they represent, and what their missions are. I'm quite happy and quite outspoken with what my mission is. It's do good for the world. Do things that other people can't do for the world, I'm going to do for the world, and that how you do these things is with money. You need money. I'm not going to go out asking people for money. So I'll make my own money. And I'll put my own money into making the world a better place. That's a good mission. I keep that, that drives me every day, that sort of ideology.

Todd Von Deak [12:20]

So it sounds like social media is where you've got your flag parked, and where you see is key to growth for your brand in the future as well.

Haskell Noah [12:31]

I've got to tell you, I'm going to try and make the story very, very quick. I used to be in the cellular phone industry more than a decade ago. We didn't have social media at all at the time. So when you're doing ads, you're doing ads in newspapers, or on the radio, which is really expensive. To put a half page, a full page ad, in the New York Times, Daily News, something like that could cost 10 to \$20,000 per ad. Imagine what you can do with 10 to \$20,000 nowadays and trying to get your brand out there. Hey, I don't have that sort of money every single day to put out there.

But social media is so awesome. I love it. It's like it's invented for this sort of thing for brand building - if you use it right. I'm not saying I love it because I love to spend all my

time on social media and none with my family. That's not what I'm saying. But when I'm working, it's engaging. Today I've got 21,000 - 22,000 followers. How would I have 21-22,000 people that know about my brand, if it wasn't for social media before I launched a company?

Todd Von Deak [13:21]

So you use the words, "it's great if you use it right." Define using it right.

Haskell Noah [13:29]

Okay. Define right? Because I'd like to define wrong as well at the same time.

Todd Von Deak [13:34]

Sometimes the positive is the absence of the negative, so go in either direction.

Haskell Noah [13:39]

I want to tell you first, the problem with all things digital is they're programmed with algorithms to be very useful and to grow an audience. Those algorithms are there to get you to be emotional. They are looking at a certain piece of content and if you like it then the algorithm is going to try and send you more of that content. Now when it does that, it's making you automatically biased. Automatically, you don't see other content out there, you don't see a more neutral perspective. You're seeing more of what the algorithm is feeding, all of a sudden the algorithm is feeding, feeding people, our emotions. Our emotions are based on an algorithm nowadays, because we're all stuck to the phone. That's the bad thing about it. But if you look beyond that, and try and use it for a more useful method, then as I said, [it's very useful].

Let's say I commercially launched the company already, and now I need to build awareness. How would I traditionally build awareness? Trade shows? Yes, they cost a lot of money as well. So replace that money you would spend at the trade shows and put into social media to get direct to consumer awareness. Another way you get awareness is by standing at Costco. Let's say, or supermarkets and you have your little table there and you say would you like to try a sample? Would you? Would you like to try a sample? How many? What do you get, 50 people a day like that? You get so much bigger audience potential with social media from staying right here in my lab and when I'm done? When I'm done at the end of my day over here I go upstairs and I'm with my family, no travel time wasted. When you're going in these retail environments, when you're building your brand and you're going from store to store and you're letting people try your brand, then you have to drive there, drive home, spend the day away from the family.

Over here I'm very family oriented. I like that, I like being around the family. So for me, building social media at home in my lab during the pandemic, I'm thriving on that idea. Am I happy about the pandemic? Of course not, who is? But I'm making the best use of what has happened, to be honest with you.

Todd Von Deak [15:31]

So let's talk block and tackling then. What's the one thing you want people to do on social media to do it right?

Haskell Noah [15:41]

Business speaking or personally speaking?

Todd Von Deak [15:44]

Business my friend, this is all business right now.

Haskell Noah [15:46]

The one thing to do on social media, is everything is about relationships. Everything is about getting to know people and understanding people and getting to understand the way things work. The more you understand, the easier it is to relate. To build a relationship means to be able to relate to something. So that's what you've got to put on social media is get people to relate to you, to your product, and then they become engaged. But you've got to then be consistent. So first, you need to be relatable, and then you need to be consistent with your message.

Now the thing is, can you really build your brand and get a big huge audience on social media without sponsored ads? Do you need an agency to do this for you? Where to spend your money? All these things come up and the answers to all these things will be depending on your personal skills. If you are not good at building your own brand, then you may go find a company that needs to do it for you and spend money. But I always advise that this is your movie. You're living the movie of Todd, I'm living the movie of Haskell, everyone's living their own movie. So don't have somebody else live your movie for you. Go build, get your personality, get confidence, put yourself on social media. You're building your movie right now. You're putting it all together. That's what I advise, is just be yourself, build yourself, have confidence, and do it yourself. And that way is a lot cheaper.

Now I will say as well, I've got 21- 22,000 followers. I want everyone to know clearly that I spent a lot of money on building that with sponsored ads through Instagram. It didn't just grow like a tree grows its branches, and then all of a sudden the fruit comes out and that's it. It did not. There was a lot of content that I had to put out there every single day, and I still do. But besides the content, besides the relationship building, besides the connection I have with people and besides the samples that I've sent out with people, which also builds brand loyalty. 10,000 samples I've sent out to people. Besides all that, people just like that relationship, they like to have that relationship. So it's important just to keep on building and building that relationship. If you don't have the money to invest, they have some phenomenal content out there. Download some apps that are available from the App Store for free, that will help you with graphic images or video, music, you can put some music in there. You want to be as captivating as humanly possible. That's really important.

Todd Von Deak [17:47]

One pro tip if you need a place for those graphics and whatnot, Canva.com has a free option that will do a lot of what you need, in what you might want there. But I think the words that really stood out to me, Haskell, was this concept of engage. You need to not only put out content, but you need to react back and be a part of the community, not somebody who just pastes a flyer on a wall, so to speak, just in a digital format.

Haskell Noah [18:26]

Yeah, and you have to be real. Because if you're not real someday, eventually someone's gonna catch you out. And that could be a bad image that ruin a lot of the hard work that you put in on a day to day basis. So why waste all the hard work, you have to be real. If you're real no one's ever going to catch you out about anything. You're just who you are and that's it. I speak the truth. That everything is real. So people can't catch you out and

over time, that's how you build who you are. Then people have faith in you and confidence in you. And then they believe in your product. And so on, and then you grow and that's how you manifest growth with honor.

Todd Von Deak [18:56]

I know that you've been engaged and worked with the folks at the Rutgers Food Innovation Center. In fact, that's how we met. I'm curious what it's been like to be part of that community, how you felt like that's helped your entrepreneurial journey and what lessons others might take from it.

Haskell Noah [19:16]

Coming across the Rutgers Food Innovation Center was like a blessing to me, it has been a blessing to me. Even though I haven't actually done any production there yet, having a mentor that's what it is. Having a mentor there just in case I get things wrong or I need to know something so they're phenomenal for that. If you don't have that, then that leaves you not knowing. It's nice to have an organization there that can help you get more in the know. It's phenomenal that they have - it's an FDA and USDA facility, for me the FDA part. I'm not doing anything USDA, but FDA is very important. It's unbelievable. Anyone that knows will really appreciate the fact that it's got wash down walls and wash down floors and refrigerated ceilings and lift up drains, and spray foaming for your boots to make sure when you walk in your production room, it's completely sterile.

It's got food scientists there, which means a lot to me. They help me do things in a structured way. I'm not a food scientist, although I love food, and I play around with food all day, every day of my life. I'm not technically a food scientist. So it's great to have that and food safety experts. People that know, that have already experienced helping new brands into the market. It's a mini factory. That's what they say it is and that's what it is in my eyes a mini factory and that's been really helpful. They've got phenomenal individuals there. It's not just the facility and what it represents. The people that work there are all geniuses, they're all amazing. So that's really, really helpful. You've got Nolan and Julie and everyone.

I actually came across the Rutgers Food Innovation Center from my previous life in the cell phone industry. I was working with a big distributor at the time. That distributor, the owner, years later, we got together and he said, Oh, you know, my friend, Nolan and I went to college together and this and that. You should reach out to him. He's the guy in charge of this food incubator. So I did and I reached out to him. It was a few years ago already because I've been working on Yo's for 10 years. So this, again, was a few years ago, I've been working tirelessly on R&D. Rutgers is probably sick and tired of me already, I'm just joking, but they do want me to launch because that's the idea. Right now I have machinery there, just in storage. They want me to launch, they want me to be effective. They want me to start producing. So I kind of feel guilty about that. But I can't produce until the time is right. And right now just the time isn't exactly right. It will be in a few months. But it's not right just yet.

Todd Von Deak [21:39]

That's perfect. Well, you said a big part, and now you can do a bunch of digital, but tradeshow and the like are starting to slowly come back. I think we'll see a bit of their reemergence in the fall. When you were going to trade shows, how did you use that as a research opportunity? What are the two or three things that you would do at any show to try and get smarter and inform what you're doing?

Haskell Noah [22:04]

First of all, you say the word tradeshow, it puts a smile on my face. I love tradeshow, I really do. So the first thing is you've got to walk down every single aisle because, how do you find a diamond in the rough? How do you find something, a grain of sand on a beach? The only way to do that is by going down every single aisle. So that's really, really important. For me, I went down every single aisle looking for anyone that did anything freeze dried. I thought, I'm in the freeze dried industry, in the snack food industry. Or the freeze dried industry when I go to snack shows. So I'm looking at everything at the snack show. But more specifically, I'm looking for anything that's freeze dried. I would go to the big huge shows. There's one in Paris every other year. It's so big, huge, huge and you take a couple of days to walk those food shows. But you get to see and it gives you more confidence. When you go to show after show after show and you don't see anything that's freeze dried. Or when you do see one here, one thing there, that's freeze dried, it was the kind of cardboard-y thing that everyone relates to freeze dried. It's very dry in your mouth and not dynamic and not tasty. So that gave me even more encouragement. Every time I go to a trade show. I come back I put more tests on in the lab. I go to another trade show, I come back to the lab, I do more testing. After 10,000 plus tests, you come across six good flavors. So I've got six launching flavors that took me years and many many tests to put together. So without the tradeshow -

Oh, another thing about these trade shows, really important, people don't realize is that if you don't go to the trade show, you will never know about the trade magazines from that trade. So I went all the way to Chicago one day for a snack expo. This is years ago and I first started going to trade shows. I thought I'd go to Chicago, I'd get my pass on the day like going to Great Adventure or something. I'd go get my pass on the day. So I get to go to the Expo. I said Hi, I'm Haskell, I'm here. Who are you? I said, Well, I'm a snack food startup, this was years ago. But the thing is, they wouldn't let me into the show because you had to be "in the trade." I'm not in the trade. But I'm getting into the trade. I will be in trade one day and I will be exhibiting here one day. I'm just not here yet. I'm sorry, Haskell. We can't help you. We can't let you into the show. I asked for the manager. I said, do me a favor. I flew all the way from New York. I got in a cab, I'm just a regular guy. Can you get me in? I'm willing to pay? Can you get me in somehow? And the manager said Sorry Haskell, you have to be in the trade. So anyway, I sat outside in the hallway, that big Convention Center, McCormick Convention Center. What am I going to do now? I'm looking around, upset and frustrated and tired, this and that. I'm looking around and I see magazines behind me, a big stack of magazines.

You go, you take a magazine, sit down again, you start looking through it. And like this is interesting. This is a food magazine, and I'm at a food trade show and I don't have to be in there to get the magazine even. Now I'm feeling like I've got something out of the day. I've got a magazine out of it. Guys I'm going to go back to the airport and get an early flight. Let me just take a bunch of these magazines because it had all different kinds of magazines. And you go take 10 or 12 different subscriptions to the food trade, which you would have never ever ever, ever ever got unless you went to a trade show. You have to go to the trade show, otherwise how are you going to know about the magazine? Now I've got so many free, completely free magazine subscriptions, they just keep on pouring every month. It could be a data overload even. But I use that data overload, and you hear people, all their stories you get story after story and that helps you, so you can learn. Why learn from my own mishaps and my own shortcomings, when I can learn from other people's and digest their story. So that's what I did for years and it worked. I feel like I'm living so many other people's stories in my mind, that's helping me now, directing me. So

that's another good thing. Make sure you look at all, everything, in a trade show, including the magazines outside.

Todd Von Deak [25:39]

Perfect. Do you think consumer tastes, consumer trends - are there changes going on right now that maybe have started in the last year that will impact FroYo Bites and impact the freeze dried space and what you're creating?

Haskell Noah [25:57]

I can only tell you that I'm planning nothing yet. I'm not even a grain of sand on the beach, not even that grain. However, I plan on being the beach in the future. I plan on being part of these big organizations. My business plan has always been in my fruit flavor FroYo Bites. They're not just fruit flavored with natural fruit flavors that aren't really the fruit that I'm representing. My raspberry FroYo Bites, I put real organic raspberry and I put a lot. I don't just put a little bit so I can put it on the label and dress it up with other natural and artificial stuff. I put a lot of real fruit, that's where the taste comes from. 30% of every bite you bite is coming from real fruit. I'm telling you now from my research, 100% I'm confident to say this, that you go and you buy anything from anywhere else, it's all flavoring, definitely. If they do put fruit, it's only a little bit. Think about how much fruit I'm putting into every bite.

So that is really important to me, loading people up with a snack that's actually good for you. It's got organic fruit in there, it tastes amazing. I would like to inspire other companies to do the same thing. So stop thinking about the bottom line so much, because the bottom line is not so important. Because I can charge more for a better product, I can charge accordingly. I cannot extort the product, but I can charge accordingly. People want a good product; they're willing to pay. Maybe not in every state in America, you can be state driven, by the way. We could talk maybe about in Los Angeles, in New York City, it's like that, but in other places... What I've done is I've appropriately priced it, that has been important to me. So I said, I'm going out with a \$3 price tag that wherever you live, you can drum up \$3 somehow. Even if you have to say for just this week, we're going to drum up \$3 to buy and invest in this product that people are talking about. And that's really what I'm hoping, that it will become a household brand. It's going to be out there, people are going to enjoy it and they like it. Then I've got many other things over the last 10 years that I developed in my lab. Other brands I'm talking about that I'm going to launch as well. That's because I have the peace and quiet of working from the house. I like that.

Todd Von Deak [27:57]

All right, Haskell This has been a treat. I appreciate your time. We're grateful for the stories you've shared, the insight you've offered. It does seem like we need to end this interview with, for a guy in a company who's so focused on social media and a digital presence: How can folks find you online?

Haskell Noah [28:17]

Well, Instagram is my platform, my digital platform of choice. So until I launch, once I launch and then it will be converted over to my website, maybe, but that's it. My Instagram is at Yo's FroYo Bites. So it's @YOSFROYOBITES at Yo's FroYo Bites on Instagram, and I respond to all my messages. I get caught up every day so that I don't get overloaded.

Todd Von Deak [28:40]

Part of that whole idea of engaging and relating on social media that you were talking about.

Haskell Noah [28:46]

Absolutely important. People don't want to send me a message and never hear from me, they get upset. So that's really important to me to respond to everything and everyone.

Todd Von Deak [28:54]

Perfect. Haskell Noah Yo's FroYo Bites. Thanks for being part of the latest episode of the Food Forum podcast from the New Jersey Food Processors Association.

Haskell Noah [29:05]

You are the man, you're professional and you are a gentleman. Thank you for your time.

Todd Von Deak [29:09]

Ah, you're kind.

On behalf of the New Jersey Food Processors Association. We thank you for listening to this episode of the NJFPA Food Forum. For more information, you can visit us at www.njfoodprocessors.org. If you have an idea for a future episode, please email us at help@njfoodprocessors.org. We would love to connect with you and make your story and your experience part of this series too.