

Cold Stone Creamery is one of the US's hottest brands. Company president Lee Knowlton treats **Claire Ferris-Lay** to a 1000-calorie cone, and tells her why the Gulf is the next big market.

THE COLD WAR

YOU SCREAM, I SCREAM, WE all scream for ice cream. Almost every adult will remember the sound of the ice cream man arriving, and then the frantic decision-making process that ended in the happy purchase of a 99 Flake, or perhaps the giant gobstopper at the bottom of a tasty Screwball.

The UAE might not have its own version of the ice cream van but walk into any shopping mall and you are sure to be faced with at least one counter displaying its brightly coloured ice cream creations in waffle cones with added chocolate sauce and sprinkles. And while Mr Whippy is fighting for his patch in the major cities across the world, it would seem that the fight has now spread to prime shopping spots in malls across the region. Ben & Jerry's, Häagen-Dazs and Marble Slab are well-known brands but if their latest competitor is anything to go by, these ice cream favourites had better watch their backs.

