

We came out with our low-carb ice cream, and it turned out that no one really cared about them anymore."

To try and keep up, Knowlton's freezer at home is stocked with new flavours and he claims to personally try all of the new concoctions.

"I love ice cream. As a child my grandfather used to make it fresh in the backyard," he says, adding, "I try to taste all of the unique new flavours. So far we've had barbeque, wasabi, peanut butter — which I really like — and gummy bears, but my personal favourite is chocolate." He also admits to the odd ice cream smoothie for lunch, but certainly not three ice creams a day as one would expect from someone who works in the ice cream trade and loves it so much.

"My children think I have the best job in the world. I get home and they want to know how much ice cream I have made in Dubai. I am so hugely popular at family events," he adds.

Internationally another area of difficulty for the brand has been educating landlords about the ethos of Cold Stone. "In the US we are already so well-known that the landlords approach us, but here it has been different. We signed the deals here in Dubai in December last year, but



it really took six months to educate the landlords that we are not your average ice cream parlour. They wanted to put us in a corner of the mall in the food court and it took quite a lot of effort persuading them that we are a full service, entertaining ice cream brand looking for a premium ground floor location.

"Now we are at this stage we will get more premium malls in better locations," he adds, confidently. It might not play a little tune like the ice cream van used to,

but you can hear this store's entertainment from some distance and the variety is just as mind-boggling.

A tip for parents though. You may have heard the little white lie about music meaning there was no ice cream left? While that won't be a problem for Cold Stone's amply stocked freezers, it might be worth trying what one US customer did, and tip the staff US\$20 for a little peace and quiet while you sit back and enjoy this latest US import — because it is good. **AD**