



## **COLD STONE CREAMERY**

Cold Stone Creamery, one of America's biggest ice cream retailers, launched its first ice cream outlet in the UAE's Dubai Festival City development as part of its Middle East expansion plans.

Lee Knowlton, president of Kahala Cold Stone, made a special visit to Dubai to inaugurate the new store, alongside Paul Sutphin, US consul general in Dubai. The evening boasted a vibrant display of music and entertainment with a live VJ for the public to enjoy.

Arif Ahmed, general manager of Cold Stone Creamery Middle East said: "The Middle East is an enormous market for the food sector, which was reflected by the overwhelming response to the opening of Cold Stone Creamery at DFC. We are positive that the new ice cream outlet is going to be a huge success in the region."