

Cold Stone Creamery expands its presence in UAE

Great news for ice-cream lovers: Cold Stone Creamery has launched two new outlets in Ghurair City and Lamcy Plaza in Dubai. Following the successful launch of Cold Stone Creamery's flagship store at Dubai Festival City, the new stores will offer the company's renowned Ultimate Ice Cream Experience at a further two accessible locations.

In addition, Cold Stone Creamery has plans to open additional ice cream parlors at Dubai Outlet Mall and Dubai Airport Departures, Terminal 1 by the end of 2008.

Kewal Mehta, country manager of Cold Stone Creamery UAE said: "We are extremely excited to

expand our presence in Dubai and enable customers to enjoy our unique ice cream Creations at new venues. While the weather is cooler and families are spending time outdoors, it's the ideal time to enjoy ice cream together."

"Our flagship store at Dubai Festival City has experienced a tremendous response selling over 1000 ice creams per day. The positive reaction we have had from customers since our launch in October has led to the opening of the new stores with plans to open more stores in the near future to meet the demand of the consumer," says Mehta.

Inline with the regions tastes, Cold Stone Cream-

ery will also be introducing a new flavour called "Watermelon" to the sorbet line-up. The unique flavour has been developed specifically for the region to please consumer tastes and meet cultural expectations.

Cold Stone Creamery offers super premium ice cream, shakes, smoothies and cakes served by energetic and entertaining staff. Choose from — light ice cream, low sugar, low fat ice cream and sorbet made fresh to order every day with countless mix in's.

Cold Stone will open a further 40 stores across the whole region by the end of 2008, with an investment of Dhs 30 million.

