

# COLD STONE CREAMERY



## Ice Cream Artists

It's the ultimate indulgence in the Middle East, whether it's a treat for yourself or a social gathering. Cold Stone Creamery allows you to take control and personally customize your own creation by combining mixers with the ice cream on a granite stone. We meet the General Manager Arif Ahmed from Cold Stone Creamery, who would happily devour into ice cream for breakfast, lunch and dinner.

**Arif, were you a big ice cream fan as a child?**  
I would do anything for an Ice Cream.

**When was the very first Cold Stone Creamery set up in Dubai?**

On the 23rd of August, 2008 in Dubai Festival Centre.

**How do you decide on new flavours that are suitable for this region?**

First step is customer feedback from our crew members who are in direct contact with our customers. We then research the local and international market. This is all done for the flavours, mix-ins and also a complete new Signature Creation.

**To get our readers drooling, what are some of your favorite combinations of ice cream?**

Every single signature creation is my favourite, but for Ice Cream, it is "Strawberry Blonde" & "The Pie Who Loved Me"

and for Ice Cream Cakes it's "Midnight Delight" & "A Cheese Cake Named Desire".

If I am in a creative mood, which happens very often, I go for some crazy combinations of flavours and mix-ins. I relished and loved each and every, my own creation.

**Cold Stone Creamery is located throughout the U.S., Japan, China, Puerto Rico and UAE just to name a few. Which country has the biggest consumer consumption?**

USA alone has more than 1500 stores. Going by this USA would have the biggest consumer consumption. Japan and Korea has also a big consumer consumption. In the first Year of operations itself we have opened 12 stores and the customer response has been very encouraging. Going by this, I am confident that the UAE consumer consumption would be one of the biggest in the near future.

