

Ice-cream cakes have been a massive hit, what's the

Personally very passionate about Cold Stone Cakes for its taste presentation. Unlike the others, Cold Stone Cakes have 2 layers of wafers. And the cake is the perfect mix of Cake Sheets and Ice Cream with very tempting toppings. This makes it very unique hence a hit.

Popular have the healthy ones been, with the real fruits & crunchy nuts?

Ice cream cakes have been very popular.

Ice cream cakes can actually come in over 1 Million different combinations. We have a variety of fruits like strawberries, blueberries, raspberries and mango for mix-ins for our customers.



How many Cold Stone

stores are currently in the region, and how many more do you plan to open by 2010?

In the first year of operations we have 12 stores and will be 20 by the year end. By 2010 we will be 100 stores.

Why is an ice cream cake guilt-free?

It's all about making people happy. A happy customer adds weight hence Cold Stone is guilt-free.

What are the most bizarre mix you've heard someone compile?

One experience, customers asking for different combinations, some quite bizarre but most of them turn out to be great tasting and our success has been that these customers coming back either to have the same or something similar again or experience once again something totally different.



The most bizarre combination was Cinnamon and Mint flavor with Banana, Coconut shredding, M&Ms mix-ins with Caramel and Cream topping. Difficult to give a name isn't it.

Have you ever tempted to make ice cream yourself?

Many times and I enjoy it thoroughly. I made many times including for my son. He is a great fan of Cold Stone and likes me to make it for him every time he visits a Cold Stone store along with me.

They say the quality of

the milk used for ice-cream is crucial. Where does the milk come from to make Cold Stones ice cream?

We get from USA is the Ice Cream base called Ice Cream Mix. The main raw-material of this is milk. This is a secret formula and most crucial element of Ice Cream. It is unique and one of the reasons to be in the category of Super Premium Ice Cream.

How much ice cream do you roughly sell in each month?

It varies from store to store. For example on a busy day we have served around 2000 plus customers in our new store in Atlantis. On a slow day at Festival Centre we serve around 500 customers in a day.



Chocoholic's

UAE Chocolate Market Estimated at 564 Million AED



Cocoa sales across emerging markets are helping to support the sweets and confectionery market during a time of economic slowdown, confirm industry experts.

Sales in traditional chocolate loving countries are leveling off, but sales in the Middle East and Asian regions are resisting downturns.

Figures released by AC Nielsen's Retail Audit estimate the UAE chocolate market at AED 546 million with a growth of 27% by value and 14% by volume.

"The Middle East market for chocolates, sweets and confectionery is rapidly expanding. Some of the growth factors include the influx of more foreign chocolate products, as markets open up to foreign businesses.

There is also an increasing preference for 'luxury' desserts offered by most hotel chains across the region," said Joanne Cook, Industry Group Manager - Exhibitions & Events Management at Dubai World Trade Centre.

Internationally, industry analysts have seen rising numbers of award

winning European chefs, hoteliers, caterers and manufacturers look for innovative ways to capitalize on the 'chocoholic' nature of burgeoning markets.

Many international products and brands will be on display at Sweets Middle East, which will run from 3-5 November at the Dubai International Convention and Exhibition Centre. There will be stand alone exhibitors and companies from Belgium, Egypt, France, Germany, Italy, Turkey and the USA, as well as two new pavilions from Cyprus and Malaysia, which ranks in the top ten of the world's cocoa producers.

