



Cold Stone Creamery – The Ultimate Ice Cream Experience®

Driven by a passion to serve the world's best ice cream, Donald and Susan Sutherland discovered their true calling in 1988 when they opened the first Cold Stone Creamery in Tempe, Arizona.

Some 1,480 stores later, people have warmed up to their cool idea. By mixing fruits, nuts and candy into smooth and creamy ice cream on a frozen granite stone, Cold Stone Creamery delivers a custom made, super premium experience to each and every person. From unique ice cream creations to custom smoothies, cakes and shakes, Cold Stone Creamery is the ultimate indulgence.



One of the Fastest Growing QSR Brands in the World

- Part of the Kahala holding company, one of the fastest growing franchising companies in the world
- Operates 1,480 locations in 14 countries including US, Puerto Rico, Guam, Japan and Korea
- 2009 sales exceeded \$480 million, an increase in average stores sales over prior year
- Ranked among Top Franchises in *Entrepreneur* magazine's "2009 Franchise 500" and "America's Top Global Franchises"
- Consistently ranks top for "Overall Customer Experience" and "Revisit Intent" among leading QSR companies including Starbucks and Jamba Juice*
- The top ranked QSR brand for "Food Quality" and "Taste and Flavor" among companies that include Starbucks and Jamba Juice*

*Source: 2006 Crest Studies





The Ice Cream Industry

- Annual US market value for ice cream & frozen desserts industry was over \$23.3 billion in 2007, up 4% from prior year and up 12.8% from 4 years ago**
- Of that total, over \$13.6 billion accounts for all ice cream sold at foodservice locations like Cold Stone Creamery**
- Ice cream and related frozen desserts are consumed by over 90% of U.S. households
- The trend in ice cream is towards “indulgence” – premium and super-premium quality continually outsells regular and light / reduced fat products**

** Source: Packaged Facts: The U.S. Market for Ice Cream and Related Frozen Desserts, December, 2007

***Source: www.supermarketguru.com

Join The Cold Stone Family

Cold Stone Creamery is looking for opportunities to build strong license and retail partnerships that will capture the essence of their super-premium high quality brand and deliver the “ultimate” ice cream experience to more consumers. Successful partnerships have been developed with prominent companies such as:

- Turin Chocolates: Confectionery
- Jelly Belly: Jelly Beans
- Lotta Luv: Lip Care & Bath Products
- Hanna’s Candles: Home Fragrance
- Think Wow Toys: Toyetic Ice Cream Makers
- Zoo Games: Interactive
- Vita Food Products: Ice Cream Toppings



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