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Cold Stone Launches OLO Mobile Ordering



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Today, [OLO Online Ordering](http://www.olo.com/) (<http://www.olo.com/>) announced the newest user of its powerful mobile ordering platform, www.coldstonecakes.mobi (<http://www.coldstonecakes.mobi/>). Created for super-premium ice cream brand [Cold Stone Creamery](http://coldstonecreamery.com/) (<http://coldstonecreamery.com/>), the mobile ordering application expands Cold Stone's online ordering service for its legendary Ice Cream Cakes, delectable Ice Cream Cookie Sandwiches, and Ice Cream Cupcakes - perfect for customers planning their next celebration.

With OLO's easy to use platform, Cold Stone Creamery fans can make any celebration sweeter conveniently, 24 hours a day, using their Android or iPhone.

Customers can browse cake, pie, cookie, or cupcake selections, place their completely customized order and pay using a credit card. The service even finds the closest location and provides directions and hours of operation - to add to the convenience. Moreover, cakes ordered at least 24 hours in advance can be picked up in-store without waiting in line.

The service includes all the functionality of ColdStoneCakes.com, an online ordering platform launched in May 2011. Cold Stone was the first national ice cream concept to provide online ordering with payment processed online, and the service now has more than 55,000 customers.

"Cold Stone Creamery was the first national ice cream concept to launch online cake ordering that takes a customer through building a cake, processing their order and payment," says Jana Schneider, Director of Marketing for Cold Stone Creamery.

"Now we are excited to offer our customers another first - online cake ordering through our new mobile site, catered to our busy, time-conscious customer. The service allows on-the-go customers to order through their mobile device and is a great way to build frequency of cake orders. We're always looking to make ordering a delicious Cold Stone Ice Cream Cake as easy as possible for our customers so that they will do it over and over again."

The OLO software platform powering the service was designed specifically for Cold Stone's customers; however, the service has been proven out by more than 150 restaurant brands using OLO's mobile and online ordering platform.

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The self-service ordering platform links directly to each restaurant's point of sale system(s), so customers can trust their orders will be accurate and ready when they need them.

"It's great to be a part of any celebration," says Noah Glass, OLO's chief executive. "With the new mobile ordering service OLO is delighted to play a small role in the hundreds of thousands of parties Cold Stone's customers plan and enjoy every year."

Founded in 2005, NYC-based OLO is a pioneer of self-service ordering for the restaurant industry, making takeout and delivery more convenient for restaurants and consumers through OLO's mobile and online ordering platform.

Headquartered in Scottsdale, Ariz., Cold Stone Creamery is a subsidiary of Kahala, one of the fastest-growing franchising companies in the world, with a portfolio of 14 quick-service restaurant brands. Cold Stone Creamery operates more than 1,500 locations in 17 countries.

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