

Cold Stone enters no-melt zone

New 'ice cream' flavors made of Jell-O pudding

By John Tanasychuk
STAFF WRITER

If it's cold, creamy but doesn't melt, is it still ice cream? Yes it is, Cold Stone Creamery says — only better.

The company is introducing chocolate and butterscotch flavored Jell-O pudding ice cream at its 1,300 stores.

"Awesome," announced 10-year-old Jake Gochenour as he tasted the butterscotch for free at the Plantation store on Wednesday. He usually asks for cotton candy flavored ice cream.

"If you're outside in the summer, I'd say there's an advantage to not having it melt," said mom Sarah Gochenour of Plantation.

That's the reaction Ray Karam was going for when he developed the pudding ice cream. Karam is a food scientist and official "tastemas-

» **COLD STONE** PAGE 2

ter" for the Scottsdale, Ariz.-based company.

"What I wanted to do most of all was find a way to change the texture of ice cream," Karam said

The change is not a unanimous success.

"It's weird," said Chelsie Cravens, 21, as she sampled the chocolate flavor. "It's softer than ice cream but harder than Jell-O. ... I would eat it, but it's not ice cream."

Chocolate and butterscotch flavors will be at Cold Stone Creamery stores through July 28. Some stores also will have banana and vanilla flavored pudding ice cream.

This is not Karam's first creative foray. He is

also responsible for Gummi bear sorbet, one of the chain's optional flavors. He put "the chew" of green apple Gummi bears in sorbet.

Karam said he also has invented nacho cheese, pickle relish and maple bacon ice cream, but don't look for them at your local ice cream parlor any time soon.

Cold Stone ranks third among the nation's ice cream concept stores, behind Baskin-Robbins and Dairy Queen, according to the trade journal *Restaurants & Institutions*.

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Chelsie Cravens,
Plantation
sampler



Cold Stone Creamery's new Chocolate-y-Goodness flavor





Butterscotch
Velvet



Cold Stone Creamery, courtesy

Ray Karam, Cold Stone Creamery's "tastemaker," has created melt-free, chocolate and butterscotch flavored Jell-O pudding ice cream.