

I scream, you scream **Lancaster couple hope you'll be screaming for their ice cream**

By **TAMARIA L. LIDDELL**

LANCASTER -- You either like it, love it or gotta have it.

These are the selections one will have when choosing the size - - small, medium or large -- of ice cream available at Cold Stone Creamery.

To go with that are 18 flavors, 32 creations and a host of mix-ins, including fruit, candy and syrups. Ice cream is served to an individual's liking, said Ken L. Mogle, who co-owns the business with his wife, Melissa Mogle.

The business is set to debut in the food court at River Valley Mall on Monday.

"It's not hard-packed ice cream and it's not soft serve," Mogle said. "You're not used to eating ice cream this fresh. It's like a new category of super premium. It's a special, secret formula designed by the founders."

There are thousands of combinations, Mogle said.

Some ice cream flavors are actual desserts in a waffle cone. And on the flip side, preferred flavors also can be made into ice cream cakes and pies.

Flavors include Cocoa Banana Cabana and Cookie Doughn't You Want Some. In addition, fruit smoothies and shakes can be made out of any ice cream, mix-ins included. And there are lighter choices such as yogurt, no sugar added vanilla and Italian sorbet.

During the holiday season, pumpkin and candy cane ice cream will be made.

Making it

The process begins in a batch freezer.

Next it's put in half pans and covered with paper, and put into the blast freezer, which is set at 31 degrees. It stays there four hours and is then transferred to the walk-in freezer.

When put on display, the half pans are placed into a ghea.

"This is a specially made piece of equipment from Italy," Mogle said. "It's special because of the manner in which it circulates cold air. It keeps the consistency of ice cream -- dippable."

Ice cream and waffle cones are made fresh daily.

Serving it

"We don't use scoops, we don't scoop ice cream -- we use spades, we pull it and make the appropriate size ball," Mogle said.

After "spading," the ice cream is placed on a polished granite stone, which is kept at 16 degrees. The grant frost top keeps the ice cream from melting, while ingredients are being mixed.

"We put it on the stone and take the (customer's) preferred mix-ins and put it in them," he said. "For example, if someone wants 'Germanchokolatcake,' we will take the pecans, the coconut brownie, that we make fresh daily as well, the fudge and caramel and put it on the ice cream and mix it in."



Ken L. Mogle demonstrates the method for making a chocolate and Oreo ice cream sundae inside Cold Stone Creamery at River Valley Mall on Thursday. The store opens Monday.

Prices typically run between \$3 and \$6.50, depending on one's choices.

"I think it's relative to the size and quality you'll get," Mogle said.

Getting started

The company was founded in Tempe, Ariz., in 1988 by Donald and Susan Southerland, who were looking for ice cream that met their standards of quality, flavor, consistency and variety.

A family trip to Las Vegas sparked the craze for Mogle and his wife.

"We enjoy going to Las Vegas and we always stay at the Luxor," he said. "Right next door is the Excaliber and we always go there every time we go to Vegas, because they have a Krispy Kreme doughnut (place) where we get doughnuts fresh right off the belt."

On one occasion two years ago, the couple noticed the ice cream shop next to Krispy Kreme and decided to get some.

"It was the Cold Stone Creamery," Mogle said. "We ordered one of the Creations and we watched the girl mix it and we said 'what is all that' and we tasted it and it was unbelievable."

After returning to Lancaster, the couple went to the mall one day and noticed that a particular ice cream shop that used to be there was gone.

"We said 'oh my gosh' the mall needs ice cream," Mogle said. "I went to (Cold Stone's) site and saw franchise opportunities and went through the franchise approval process and noticed there was space available at the mall."

Opening this business is right, said Mogle, who has served in the food industry for 32 years, doing everything from washing dishes to serving as vice president of operations of a chain of Italian restaurants.

"I've always kind of wanted to do something like this on my own, and my wife is in the marketing department at Bob Evans, so with her background in marketing and my background in operations, we thought we'd do well together in some type of food service (business)," he said. "Since we live in Lancaster, we always wanted to do something here, but didn't know what."

The space the business sits in has undergone a major transformation in the last month. The brick wall that used to encompass it on the side that faces the theater was knocked out.

"Thanks to my wonderful marketing wife," Mogle said. "She said 'why not knock out the wall and sell to people who are leaving the movies.' And the mall let us do it, so now we'll be open after the mall closes, and we're very excited about that."

Auditions

So far 18 employees have been hired. Instead of the typical application process where the applicant is formally interviewed, each candidate had to audition to be part of the team.

There are four parts: break the ice, where each candidate is asked a question, such as if you could be any sandwich what would you be; bust a move, where they have to show their best move, such as dancing; individual sing, where they either sing a song from the Cold Stone songbook or pick one of their own; and group sing, where groups are made and each one picks a song to sing together.

"There are extra points if you come up with animated moves," Mogle said. "This is a concept of the company. The reason we do auditions is because we sing while we work and if you don't feel comfortable singing in an audition, you won't at work."

"If you leave a tip in a jar, the kids will sing a song for you, like 'I've been working on the Cold Stone all the long, long day,'" Mogle said. "It's our way of saying thank you to our guests and making them feel special."