

# THE MIRROR

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## Cold Stone Creamery: sending the right kind of chill down your spine

*By Maggie Thompson*

Drury students have arrived back to school with a new ice cream competitor in town. This competitor is located on the south side of town and is more expensive than the local favorites such as Andy's Frozen Custard and the Nutty Monkey.



However this hasn't stopped the customers from flowing in. Is this ice cream good enough to take students away from their old favorites?

*Media Credit: Sarah Partridge*

After choosing which delightful indulgence to put in their ice cream, people check out at Springfield's newest hotspot: Cold Stone.

Cold Stone Creamery, located on Battlefield in the Battlefield Marketplace, rolled into town May 2005. Many would believe that being open for almost five months would dampen the business some.

According to the manager, Amanda Irvin, that's not the case. "The rush hasn't died down at all, our nights are still packed." Irvin even gave me the inside scoop to why Cold Stone's ice cream is so special. They make their ice cream right in the store. According to Irvin you don't get that everywhere.

Another secret ingredient is their freshly made waffles and brownies. The first thing noticed when one enters the door is the sweet smell from the waffles in the waffle maker. There aren't a lot of ice cream shops that have a sweet scent like that to greet its customers.

At Cold Stone, a customer can sample any flavor of ice cream they want before they place their order. After the decision of what ice cream to get is made, the employee places it on a cold, granite stone that is 16 degrees.

The ice cream is flattened out and a variety of mixes is thrown into the cream such as cake chunks, brownies, candy, cheese cake, and a variety of other choices.

The employee then gets a fresh waffle out of the maker and wraps it up like a cone. They make it up right in front of you. That is the signature move of Cold Stone.

So what does all this mean? Should we just give up so easily on the beloved Andy's Frozen Custard, or the fun-loving Nutty Monkey? I decided to give them both a second chance.

While speaking with Mandy Simmons at Andy's, I found out that they haven't noticed a loss in business since Cold Stone Creamery opened.

According to the website, Andy's feels that they have so much to offer with their consistent product for over 20 years. Andy's employees always train and work hard to give the customer the best possible service.

In comparison to the \$3.49 medium Cold Stone cone, Andy's charges \$2.12. Where might this leave the Nutty Monkey?

They don't have the reputation that Andy's has or the creative touch of Cold Stone. They do have one thing though, endurance.

When the Nutty Monkey first opened, no one thought they'd be able to compete with Andy's. Here they have proven themselves for over two years when no one thought they could.

Plus they seem to have the cheapest ice cream of the three competitors with their medium cone priced at \$1.99.

Well there you have it Drury, the decision is up to you. Which ice cream do you feel is the cream of the crop?