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Cold Stone Creamery expanding into Missouri

Scottsdale, Ariz.-based Cold Stone Creamery plans to award six franchises in Missouri in 2003 and is securing locations in the St. Louis area.

Cold Stone is securing leases to open franchises in Chesterfield, St. Charles, Ladue, Clayton, and is also looking at Kirkwood, South County and the Metro East. To become a Cold Stone Creamery franchisee, total investment will be between \$235,035 and \$348,370, according to the company's Web site, and the franchise fee is \$31,000.

Kevin Donnellan, spokesman for the company, told the Business Journal the company has the four locations in various stages of leasing negotiations, and is looking at a half dozen sites for another two franchises. "Our real estate development team works with brokers to identify high traffic retail areas and established areas that would be great fits for a franchise," Donnellan said. He said the company hopes to award another six franchises in 2004. Cold Stone Creamery specializes in homemade ice cream and offers a variety of items to mix into the ice cream on a frozen granite stone.

Kevin and Beth Garrett are area developers for Cold Stone Creamery and have bought the rights to franchise the stores in Missouri and Kansas. Kevin Garrett said the Cold Stone stores not only offer great ice cream, but entertainment as well. He said stores are already under construction in the Kansas City area.

The company has more than 369 locations in 32 states and Caribbean, and plans to set up 1,000 stores by 2004. The company said prospective franchise applications are up 257 percent from 2002, with 1,575 applications received in February 2003 alone. In 2002, the company opened 144 new stores.