

The Daily Barometer
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Cold Stone anything but cold

Ice cream shop offers a wide variety of choices
By Joshua Peppers

Corvallis residents have been satisfying their sweet teeth at a new ice cream shop in town.

Cold Stone Creamery opened in Corvallis Dec. 29 and had its grand opening ceremony Jan. 17.

The premium ice cream store has already experienced success in its first month.

"We've been unbelievably busy," said Jason Heckel, store owner and manager. The Creamery has had between 300 and 600 customers per day.

Shelby Ulman, shift leader at Corvallis Cold Stone Creamery, said that the store, in terms of sales, was ranked the number two store in the nation last week.

Heckel decided to open a Cold Stone in Corvallis after visiting one in Salem. He was impressed by the store's unique and lively atmosphere.

Heckel figured that Corvallis, as a college town, would be an ideal place for a fun and unique ice cream shop.

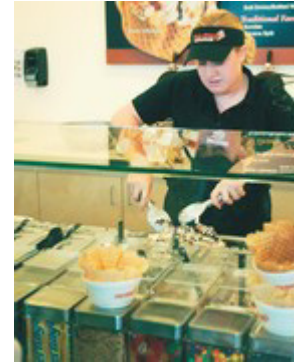
Cold Stone has a tradition of servers breaking into song after receiving tips from customers.

In fact, the melodious atmosphere is so important to Cold Stone that its interviews for new employees include singing auditions. The entertaining atmosphere intrigues customers as much as the indulgent ice cream treats.

The store offers many unique ice cream flavors, including 16 ice cream base flavors and 34 different mix-ins. The customer can have any variety of taste combinations mixed in front of them.

The base ice cream is hand-mixed with candy, fruit, nuts or cookies on a cold granite slab or "cold stone."

Cold Stone offers taste combinations called Cold Stone Originals, which are ice cream treats favored by many customers.



Kacy Kizer
The Daily Barometer

Cold Stone Creamery employee Brandi Greene, a junior in food science and technology, mixes ice cream with toppings at the franchise's new location on Ninth Street. Last week the Corvallis Cold Stone was ranked the number two store in the nation in terms of sales.

Nights in White Chocolate includes white chocolate ice cream with white chocolate chips, caramel and whipped topping.

Birthday Cake Remix is an ice cream creation with cake-batter flavored ice cream, rainbow sprinkles, brownie and fudge.

Cold Stone has been a very successful business across the nation and in Corvallis.

Cold Stone outgrew Baskin-Robbins by 500 percent last year, according to Entrepreneur magazine.

Time Magazine called it the "nation's fastest-growing ice cream franchise." In 2002, Cold Stone Creamery opened 144 new stores and has a goal of opening another 450 in 2004.

The ice cream shop was founded in 1988 in Tempe, Ariz.

Cold Stone is located at 2350 NW Ninth St. next to Subway. The store hours are 11 a.m. to 11 p.m.

Friday and Saturday and 11 a.m. to 10 p.m. Sunday through Thursday.