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Ice cream shop customers pick flavors

By Jennifer Brannock Staff Writer

A full belly, a skip in your step and a jingle in your head.

That's what employees of Jupiter's newest ice cream shop, Cold Stone Creamery, hope you will leave their parlor with — come back for more.

Franchise owners Anthony and Terri Gravett want to dish out some fun for residents at their new location at 201 N. U.S. 1.

"We wanted to create a place where people feel welcome, and where they can have the best ice cream available," Anthony Gravett says. "It's just a place to come in and have a snack and hang out. It's something else new to do in Jupiter."

The concept for Cold Stone Creamery was first brainstormed by a retired couple in Arizona who were looking for something fun and different to do, store manager Patti Schumacher says. The Gravetts own several of the more than 400 franchises that exist throughout the United States and in the Caribbean.

With a variety of flavors, ranging from the usual chocolate and vanilla to slightly kooky flavors such as cake batter and cheesecake, and dozens of mix-in ingredients, choosing is the hardest part.

"It's unique because of the way the ice cream is made fresh and the ability to choose whatever ice cream and mix-in combination you want," Schumacher says. "It's such a difference."

Cold Stone Creamery offers more than 20 dry mix-ins, such as whole pieces of Heath Bar, Snickers and Kit-Kat, eight different fresh fruits and pie fillings, and various other items, such as cookie dough, angel food cake and fresh-made brownies. Shop employees make all of the ice cream and baked ingredients, including waffle cones, in their store, Schumacher says.

After a customer selects a flavor and combination of mix-ins, employees will blend the creation on a marble slab, which is kept at a chilling minus-14 degrees Fahrenheit. The blending process makes the experience different, because it allows customers to create their own flavors. Customers are free to design their own creations, or they can order one of the many suggested mixes listed on the shop's walls.

"What's unique about it is the personal touch, and the personal service," Anthony Gravett says. "It's a place to experience something wonderful."

After customers pay for their created flavors, employees express their appreciation for tips with an upbeat song, or perhaps a little can-can dance.

"We have fun and we'll sing for you," Schumacher says. "It's like a show, not just ice cream."

Schumacher says the Gravetts have plans to open several other stores in this area in the next couple of years.

The shop is open from noon-10 p.m. Sunday-Thursday, and from noon-11 p.m. on Friday and Saturday. Visa, Mastercard and American Express are accepted.

Call 747-2231 or visit them at their Web site, www.coldstonecreamery.com for more information.