



COLD STONE
CREAMERY

BRAND HISTORY

The Cold Stone Creamery® that we know today is the direct result of two ice cream lovers' crusade for the perfect ice cream dessert. After years of tirelessly searching for ice cream that met their standards of quality, flavor, consistency and variety, Donald and Susan Sutherland opened the first Cold Stone Creamery in Tempe, Ariz., in 1988.

In the early years, the Sutherland's tapped into the subtle shifts in consumerism that have shaped the past two decades. They felt the need for quality in the things they purchased, the need for variety to keep life interesting and the need for choice to ensure value. The Sutherland's would not be denied their ice cream passion. It all came down to two things – fresh and personalized ice cream. Through their will, determination and commitment to their dreams, the concept of the *Ultimate Ice Cream Experience*® was born.

By 1994 the success of this new concept was clear. Consumers flocked to Cold Stone Creamery for super-premium ice cream and yogurt made fresh every day, in every location with a range of mix-ins custom blended to order on a cold stone. There was a swell of consumers who, like the Sutherland's, demanded quality, variety and choice. Cold Stone Creamery was delivering just that, plus one more valuable commodity – entertainment. Cold Stone Creamery was a fun, novel experience unlike any other. People started talking!

This early success foretold of bigger things. By 1995, Cold Stone Creamery opened its first franchise store in Tucson, Ariz. More followed with a new army of ice cream lovers – now Cold Stone Creamery lovers – following their own passion of bringing customized ice cream to people nationwide. Between 1995 and 1999 the number of franchisees grew, and along with it, the number of stores that would transform the simple pleasure of eating ice cream into a memorable, one-of-a-kind experience. A place where people could create their own happiness.

Today that experience is enjoyed worldwide with more than 1,450 stores operating in the U.S. and several other countries including Mexico, Asia, Scandinavia, Canada and the Middle East. Each year, the rapidly expanding Cold Stone Creamery community will deliver its unique ice cream experience to millions of new people in an ever-growing number of communities. With every Creation™ and every customer, the Cold Stone Creamery community is committed to delivering more than ice cream to the legions of ice cream lovers worldwide. They will deliver their passion for quality, their passion for variety, and their passion for choice. That passion is delivering the ultimate indulgence in ice cream.