

ON RESTAURANTS

Two treats now under one roof

Tim Hortons, Cold Stone Creamery pair up at South Campus Gateway

By **Bill Chronister**
THE COLUMBUS DISPATCH

The co-branding concept has come home to roost in the South Campus Gateway. In recent days, a single restaurant site now offers both Cold Stone Creamery's ice cream and Tim Hortons' coffee, baked goods, sandwiches and soups.

The plan for this particular co-branding experiment was hatched a little more than a year ago by the two companies and is expected to spread quickly.

As early as March, at least one more Cold Stone and a couple of Tim Hortons in central Ohio could be offering the other's products, the companies' officials said.

Chief executives Paul House of Tim Hortons Inc. and Kevin Blackwell of Kahala Corp., Cold Stone's parent, met at an industry event early last year, said Lee Knowlton, chief operating officer of Phoenix-based Kahala. Their conversation started a series of discussions that led to the creation of two test stores in Rhode Island.

"We didn't consider ourselves competitors," said David Clanachan, Hortons' chief operating officer. "Both concepts felt they were best of brands in their areas."

And they generate customer traffic at different times.

"The big picture is that the Cold Stone entity is busiest in the evening, while Tim Hortons is at its busiest in the morning and afternoon," said local Cold Stone franchisee Jeff Curran. "For that matter, we're busier in the summer, and they're busier in the winter. But it doesn't

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matter when your store is full or empty: The rent's the same; the utilities are the same."

The Rhode Island stores

have done well enough in their first few months of co-branding that the experiment has been expanded to include 50 stores of each brand, primarily in the Midwest and Northeast.

The first of those is Curran's at 1574 N. High St. The store has been open about a week and will have its grand opening starting at 7:30 a.m. Friday.

James Browning, a senior history and political science major at Ohio State University, was one of the earlier customers. He was pleased to finally have a Tim Hortons between his home on W. 8th Avenue and school.

"I'll stop by to get coffee and doughnuts at least a couple times a week," he said.

The next several locations are still to be determined, but central Ohio is expected to have more, said both Knowlton and John M. Golaszewski Jr., Hortons' Columbus-based director of U.S. operations.

The counter area of the High Street store has been split evenly, with Cold Stone's ice cream, mix-ins and equipment centered on one display case and Hortons' baked goods, coffee makers, soup containers and ovens on the other.

Not all stores will offer the same mix of products, Golaszewski said, describing the Tim Hortons offerings as a "representative full menu." Some smaller stores might add

only Hortons coffee, while others will be able to accommodate more items.

Curran said that retrofitting the store took about two days, and no additional space was needed, although a freezer, oven and glazing station have sprung up in the back room.

One key to the success of the co-branded stores, Knowlton said, is five digital menu boards above the counters.

The boards, which had been under development for general use in Tim Hortons stores, show each chain's products. But they're programmed to lean toward Hortons' goods in the morning and afternoon and then to shift to Cold Stone offerings starting about 4 p.m.

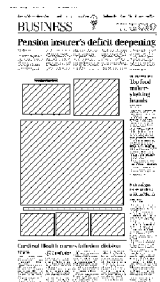
"They make it a very comfortable customer experience," Knowlton said.

In fact, Clanachan said, "customer reaction has been extremely positive, and customers are starting to drive some of the products."

Imagine, if you will, a Tim Hortons cruller sliced lengthwise, with Cold Stone's sweet cream ice cream mixed with an apple-cinnamon topping as the filling.

Mellow in

Colby Zachrich and his family have Mellow Mushroom Pizza Bakers up and running at 2170 Polaris Parkway. The concept, known for



its funky decor and more than 100 brands of beer, has more than 85 outlets, primarily in college towns in the Southeast.

The restaurant, which opened yesterday, caters to the college crowd and young families. The menu features a number of specialty pizzas. Pies come in three sizes and start with any of six sauces or a salad dressing, according to the customer's whim.

Also featured are a large number of salads, starting at \$3.25. Hoagies and starters fill out the menu.

Hours are from 11 a.m. until midnight Sunday, 1 a.m. Monday through Thursday and 2:30 a.m. Friday and Saturday.

Dewey's next week

The Cincinnati-based Dewey's Pizza will open its sixth store at 1327 W. 5th Ave. in Grandview Heights on Monday. Eric Kohl is the manager. He's been with the chain since Andrew DeWitt opened the first restaurant about 11 years ago.

The space is designed with an open kitchen so you can watch your pizzas being made. Dewey's offers two basic pizzas — with red sauce or white sauce — in three sizes and close to 50 toppings, as well as a selection of combinations. Also on the menu are salads and calzones.

Kohl carries a number of beer and wine brands, including craft beers and boutique wines. The store will be open from 11 a.m. to 10 p.m. Monday through Thursday and until 11 p.m. on Friday and Saturday. Sunday hours are 4 to 10 p.m.

Kosher funeral

Sammy's New York Bagels, at 40 N. James Rd., has closed after owner Sam Pullano was unsuccessful in his efforts to sell the kosher institution.

The only remaining certified kosher restaurant in town is the Bagel Cafe in the Wexner Jewish Student Center at Ohio

State. Chef Chris Hughes said the space is open to the public from 9:30 a.m. to 7:30 p.m.

Monday through Thursday and to 3 p.m. on Friday, as well as 4 to 8 p.m. on Sunday.

Pullano said he probably will sell his restaurant within a month, but he didn't know whether a new owner would keep the space kosher.

Pullano will continue to make kosher bagels and challah at his catering facility.

Rabbi William Goldberg, who runs the Va'ad Ho-ir, central Ohio's kosher authority, is optimistic that someone else will open a kosher restaurant soon.

On Restaurants is a weekly column about the restaurant industry. Send tips, information and news releases to onrestaurants@dispatch.com bchronister@dispatch.com



JEFF HINCKLEY | DISPATCH

James Browning, a history and political science major at Ohio State University, says he'll enjoy getting coffee and doughnuts a few times a week at the new campus-area Tim Hortons.



Tim Hortons and Cold Stone Creamery officials say their hot soup and cold ice cream will complement each other.



JEFF HINCKLEY | DISPATCH PHOTOS

Jeff Curran, left, of Cold Stone Creamery and John M. Golaszewski Jr. of Tim Hortons are sharing space under one roof at South Campus Gateway. The co-branded store will have its grand opening Friday morning. Digital menu boards behind them show both brands' fare.