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COLD STONE CREAMERY'S EXPERIENCE FACTOR CREATES RECIPE FOR HAPPINESS WORLDWIDE

Cold Stone Creamery Treats International Customers to the Ultimate Ice Cream Experience

SCOTTSDALE, Ariz. (August 23, 2016) – Who knew throwing ice cream at customers would actually make them smile? Ice Cream crew members at Cold Stone Creamery® (www.ColdStoneCreamery/international/index.html.com) have been doing just that. Add in a little song and dance and you've got the Cold Stone Creamery *recipe for happiness*.

When customers walk into a Cold Stone Creamery whether it's in India, Japan, Thailand, Pakistan, or any of the approximately 1,500 locations in nearly 30 countries, they enter a social gathering place that's full of entertainment, super-premium ice cream and frozen treats, and exceptional service. All attributes combine to make it a uniquely happy place.

“Cold Stone Creamery is known as a luxury brand in the international marketplace because we provide quality products in a fun atmosphere that entertains our guests and makes them feel special,” said Eddy Jimenez, senior vice president of international operations & development at Cold Stone Creamery.

The company has distinguished itself from other brands in a surprisingly unique way. Known as the Experience Factor™, employees at stores around the world don't just put on an apron and scoop ice cream all day. They put on a show!

Customers are treated to the Ultimate Ice Cream Experience® (<https://youtu.be/DS6BA9MA5qQ>). The importance of Experience Factor and delivering an Ultimate Ice Cream Experience is emphasized by a yearly crew competition called the Global Creamery Cup. The best of the best gather from around the world to bond and compete for the title of the Ultimate Crew Member of the World. Tyrone Pia, the representing crew member from Qatar, was crowned the 2015 Champion! The competition is three fun filled days of knowledge, speed, customer service and Experience Factor testing.

Working with international Master Franchisees in countries like Brazil, Taiwan, China, and most recently, Cambodia, Cold Stone Creamery has created a unique ice cream culture that transcends borders.



The passion behind the brand is what drives the company to exceed customer expectations on an international scale and they've got the awards to prove it!

Examples of prestigious awards that international Master Franchisees have received include:

- Middle East (Apparel FZCO) recognized as a leader in the industry for the past 4 years being awarded the Superbrands® Excellence in Branding Award for 2016
- Egypt (Squadra) Superbrands® Award recipient and rated in Top 10 Ice Cream Brands in Cairo
- Indonesia (PTMap) Frozen Delight Award by Zomato.com™
- Thailand (CRG) 1st runner up Brand of the Year Award
- Nigeria (EatNGo) Rated #1 Ice Cream Shop in Lagos
- Philippines (ArizonaTeam) won 1st place on the popular show Eat Bulaga™ for their Experience Factor™

Cold Stone Creamery® has continued to make strong key moves into the international market in recent years. The international growth of Cold Stone Creamery began in November 2005 when the first international Cold Stone Creamery store opened in Tokyo, Japan. Today, Cold Stone Creamery stores are operating in over 300 international locations and in 27 international markets, including Singapore, Kuwait, El Salvador, Trinidad, Cyprus, Guam and Kenya.

For more information about Cold Stone Creamery's international operations, please visit www.ColdStoneCreamery.com/international/index.html.

About Cold Stone Creamery®

Cold Stone Creamery® delivers the Ultimate Ice Cream Experience® through a community of franchisees who are passionate about ice cream. The secret recipe for smooth and creamy ice cream is hand-crafted fresh daily in each store, and then customized by combining a variety of mix-ins on a frozen granite stone. Headquartered in Scottsdale, Arizona, Cold Stone Creamery is a subsidiary of Kahala Brands™, one of the fastest growing franchising companies in the world with a portfolio of 18 quick-service restaurant brands. Cold Stone Creamery operates approximately 1,500 locations in 27 countries.

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