


Cold Stone Creamery: PREMIUM ICE CREAM REDUX

 / **NO. 46**

Four reasons why you're wrong to think of Cold Stone Creamery as the same mix-in ice cream concept it was two years ago:

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Its slam-dunk product of the past year was a **CUPCAKE**, albeit one made with ice cream.

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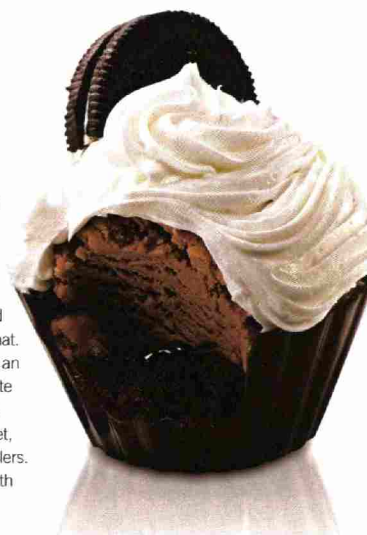
It's outfitting up to 50 stores with an outlet of Tim Hortons, the doughnut chain that's putting a Cold Stone component in an equal number of its outlets. A separate deal calls for more than 100 Cold Stones to open in spaces shared with a Rocky Mountain Chocolate Factory, a candy concept.

③

Other new menu options include coffee drinks, both fully sweetened and in reduced-calorie versions; tart Korean-style frozen yogurt; and "better for you" smoothies.

④

Its ice cream is no longer served exclusively through the mix-in format. You can sample it, for instance, as an ingredient in Turin-brand chocolate truffles, an indulgent candy line carried by Costco, Walmart, Target, Bed Bath & Beyond, and other retailers. A licensing deal was also inked with Jelly Belly, the jellybean brand.



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