

Cold Stone Creamery Reaches Milestone Store Openings in International Market

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Cold Stone Creamery Opens New Stores Throughout Asia, Reaching the 100th Store Mark

Nearly three years ago, Cold Stone Creamery initiated an international expansion, spreading the love of super-premium ice cream across oceans. This summer marks two milestones for the ice cream brand internationally, the opening of the 100th international store, as well as the opening of the 25th store in Japan. These new store openings are proving Cold Stone Creamery's revolutionary ice cream concept is satisfying sweet indulgences across the world.

On August 19, 2008, Cold Stone Creamery will open its 100th international location in the same country it began its international expansion, Japan. The store opening will be in Lumine Est Shinjuku, which hosts the busiest train station in the world, averaging 3.5 million passengers per day. With heavy traffic at all times of the day, Shinjuku is commonly known for large entertainment districts, business and shopping areas, and now a new Cold Stone location.

'Reaching our 100th store mark has been a great achievement as Cold Stone Creamery continues to deliver the ultimate ice cream experience to ice cream aficionados all across the world,' said Lee Knowlton, President of International at Kahala, parent company of Cold Stone Creamery.

The opening of this milestone store was not the only new Cold Stone location in Japan this summer. On July 16, 2008, Cold Stone opened its 25th store in Japan, which gave the country the top honor of largest number of Cold Stone locations in any international country to date. The substantial number of Cold Stone locations in Japan recognizes the loyalty of the Japanese consumers as the country serves as the busiest market for Cold Stone Creamery.

Cold Stone Creamery's personalized ice cream concept was first introduced internationally in November 2005, in Tokyo, Japan. Cold Stone's unique serving style and freshly made, super-premium ice cream took the international marketplace by storm. The ice cream concept can be found in 10 different countries, including the United States, Japan, South Korea, Taiwan, China, Indonesia, Mexico, Denmark, United Arab Emirates and Bahrain.

International growth for the brand will continue throughout 2008. Cold Stone anticipates opening an additional 40 stores internationally by the end of the year.

Popular Cold Stone ice cream flavors in Japan include U.S. favorites, such as Strawberry Shortcake Serenade and Berry Berry Berry Good, as well as Japanese inspired creations like Blushing Mango Cloud and Peachy Cheeky. Other ice cream flavors created for Cold Stone's international markets are Cherry Blossom, Earl Grey Tea, Tiramisu, Kumquat and Passion Fruit.

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