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Sub Zero Ice Cream Coming to Provo

By Jessica Thayne - 11 Jan 2008

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Provo residents will soon have a new outlet for the freshest ice cream in the world.

Sub Zero, an Orem ice cream shop, is opening a second location in Provo in early February. This one-of-a-kind store uses liquid nitrogen to create custom ice cream within 15-20 seconds after it's ordered, Sub Zero owner and BYU alumnus Jerry Hancock said in a news release.

Hancock chose the Provo area because more than half of his customers drive from Provo to Orem to get a taste of his unique frozen dessert.

Provo is not the only location customers are coming from. Lisa Peck drives from Pleasant Grove to enjoy the fresh ice cream and the fact that "they make it right there," she said.

With the new Provo location, Hancock will now be able to serve a larger portion of his customers.

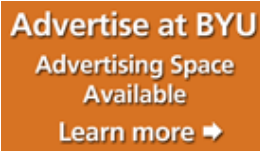
"For two years I've been hearing that people wanted this in Provo. Now we'll be close to a lot of students," Hancock said. The new store will be taking Ben and Jerry's location in Brigham's Landing, which is at the intersection of University Parkway and Freedom Boulevard.

Two other ice cream stores competed for the location, but Hancock's experience gave him the advantage in acquiring the spot.



Photo by David Scott

Ryan Broderick of Cedar Hills makes an order of Sub Zero Ice Cream. The ice cream is made as cream and flavorings are mixed in then rapidly frozen by liquid nitrogen.



advantage in acquiring the spot.

"We had the smallest bank account, but the longest history of being in business. Reputation is worth more than money," Hancock said.

Sub Zero employee Royal Petersen's first experience with Sub Zero was on a date several years ago. He and his fiancé both loved it and "thought the idea was incredible." Since then, Petersen has been working with Hancock closely as Sub Zero expands into Provo.

Petersen loves his work because, he said: "Ice cream is fun. No one gets it because they're angry. You get to talk to happy people all day."

Petersen said having Sub Zero so close to BYU could have a positive impact on the students. Not only is it a great "date destination," but Hancock's success can expose students more to the idea of entrepreneurship.

In addition to the new location, Hancock has some new ideas as well. He plans to introduce custom-made hot drinks as a new product for his Provo store. Customers can use the same Sub Zero ice cream flavors they've been familiar with and choose to make a hot drink instead.

"Now you can get hot and cold at the same place, with the same flavors. I've always thought that hot chocolate and ice cream go together," Hancock said. "It's not as innovative as the ice cream, but I think it fits."

He said he is also in the middle of signing a lease for a combo store with Godfather's Pizza, which would be on 900 East in Provo. Hancock would be adding smoothies to the 900 East menu to keep up with the increasing number of ice cream stores that offer smoothies. Now he's in the industry, Hancock said he needs to "offer what other people offer - and more." The 900 East location is expected to open in early March.



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