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## Sub Zero Ice Cream Charts Major Tampa Expansion

INDUSTRY NEWS > JANUARY 17, 2017



Sub Zero Ice Cream, the nation's first liquid nitrogen ice cream franchise, plans to significantly expand its presence in greater Tampa over the next six years, with the goal of opening at least 10 new franchised locations. The brand is currently seeking franchise partners to introduce the concept to the market.

Sub Zero area developer Doug Shenk has identified Tampa, St. Petersburg, Clearwater and surrounding areas for franchise expansion due to the brand's four successful stores on Florida's southwest Gulf Coast. Additional factors include the region's dense population, infrastructure and real estate primed for new small businesses.

"My franchise partners and I have experienced great success with the Sub Zero brand in our stores along the Gulf Coast and believe the concept lends itself well to Tampa and surrounding communities," says Shenk. "Hillsborough and Pinellas Counties' real estate are ready for development and there's a demand for nitrogen ice cream since the population has discovered Sub Zero science presentations and personalized catering services."

Shenk is a former civil engineer and was drawn to the Sub Zero franchise opportunity due to the concept's science connection. Since investing four years ago, Shenk established Sub Zero in southwest Florida, operating two locations in Siesta Key and Sarasota. He's an active business owner within the community who is recognized for providing customized catering services, becoming an approved exploration provider for the Sarasota County School District, and being a certified Sarasota County Green Business Partner. As an area developer, Shenk works to share Sub Zero's unique concept with more regions and assists others in pursuing franchise ownership. Currently, he supports franchise owners in Naples and Fort Myers.

Sub Zero is a science spectacle when it comes to serving made-to-order -321 degree liquid nitrogen treats that are completely customizable and cater to a range of dietary needs. Sub Zero offers seven cream bases, including lactose free, vegan and sugar-free options, as well as premium cream and custard. After selecting a base, guests can choose from more than 40 different flavors and then mix in a variety of fruit, candy, nuts or baked goods, for limitless combinations. Sub Zero also offers Italian ice, ice cream pies, shakes and smoothies all created using liquid nitrogen.

Since each customized order is quickly frozen using a unique patented process, guests won't find freezers at Sub Zero. The flash freezing ensures ice crystals remain minuscule, resulting in an ultra-smooth and creamy product. With a customizable product, frozen on the spot, Sub Zero also offers multiple revenue streams through catering, education and other mobile events.

Sub Zero currently has more than 50 domestic stores, as well as locations in China and the United Arab Emirates. The company plans to open 50 additional stores over the next 18 months.

The company is seeking franchise partners to develop locations across the U.S. The total initial investment for a Sub Zero ranges from \$176,000 to \$293,000.

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