

Sub Zero Ice Cream opens in Kingwood

By Melanie Feuk, mfeuk@hcnonline.com Published 3:46 pm, Tuesday, April 11, 2017

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Photo: Courtesy Of Shane Edwards 🔗 📄 🔄

IMAGE 2 OF 4

Sub Zero Ice Cream in Kingwood is located in the Main Street Kingwood shopping center at the corner of Kingwood Drive and W Lake Houston Parkway.

Shane Edwards, owner of the new **Sub Zero** Ice Cream in Kingwood, was watching an episode of Shark Tank when he saw a pitch that would change his life.

"I stumbled upon Sub Zero Ice Cream on Shark Tank," Edwards said. "As soon as I saw it, I was like, 'This is awesome. I have got to do this.'"

Edwards had been exploring different franchising options for a while. However, after witnessing the flash-freezing technology behind Sub Zero Ice Cream's frozen treats, he was enthralled.

"We use liquid nitrogen to freeze the ice cream at -321 degrees. It creates a cool vapor," Edwards said. "It makes the ice cream creamier because the faster it freezes, the less time water crystals have to form."

Now, Edwards has reached his long-awaited opening of Sub Zero Ice Cream in Kingwood at the northeast corner of Kingwood Drive and W. Lake Houston Parkway in the Main Street Kingwood shopping center.

The soft opening date is Thursday, April 13. The store will celebrate its arrival to Kingwood with a Grand Opening celebration Saturday, April 22.

As a life-long resident of the Kingwood area and an **Atascocita High School** graduate, Edwards looks forward to being able to explore ways in which he, as a Kingwood business owner, can give back to the community he calls home.

"Once we open, I look forward to exploring other ideas for community involvement, looking at sponsorship opportunities, seeing what we can do and how we can help," Edwards said. "I definitely look forward to getting out in the community and finding ways to get involved."

Prior to opening Kingwood Sub Zero Ice Cream, Edwards had been pursuing a career in the child education field. However, the combination of the sweet and scientific elements Sub Zero Ice Cream offered was the perfect balance of what Edwards sought from a career.

"What drew me to Sub Zero is that you can turn the experience into a lesson about things like condensation, evaporation and how that works with the nitrogen," Edwards said. "You can tie in so many things. So, along with the ice cream, it's a great opportunity to bring joy while providing a learning experience."

"Doing this, it's like I get to be a teacher, but only do the fun stuff."

Sub Zero has a range of cream bases that meet a variety of dietary restrictions. A combination of approximately 40 flavors can be mixed with different fruits, candy, nuts and other ingredients to create a variety of frozen treats.

Sub Zero Ice Cream of Kingwood is at 4521 Kingwood Drive, Suite 230, and is open daily from 11 a.m. to 11 p.m.

"I wanted to do something that I felt really good about," Edwards said. "This is something I really look forward to getting up every day and doing."

For more information, visit <https://www.facebook.com/SubzeroKingwood/>.