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## Sub Zero Ice Cream to Debut Franchises in Georgia and Kansas

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### Customizable Flash Frozen Ice Cream Concept Heats up 2017 Expansion Forecast

May 25, 2017 // [Franchising.com](#) // Provo, Utah - The nation's first liquid nitrogen ice cream franchise, Sub Zero Ice Cream will soon enter Georgia and Kansas for the first time. Having recently signed agreements with three local franchise partners, the brand expects to open all three stores late summer 2017.

In Georgia, Sub Zero will open in downtown Atlanta, near the Georgia Aquarium, as well as the northern Fulton County suburb of Sandy Springs. Kansas' second most populous city, Overland Park will be the home of the new Sub Zero Ice Cream store located at 6917 W. 135th St. The brand's introduction into these new states furthers the Provo, Utah-based liquid nitrogen ice cream franchise's presence to 20 states across the U.S.

"We're thrilled to introduce our customizable gourmet ice cream and completely unique experience to new areas of the country," said Sub Zero Ice Cream Founder and CEO Jerry Hancock. "There's been an increasing consumer desire for customizable flash frozen ice cream, so we're capitalizing on this momentum and aggressively expanding to new areas."

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. 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 offers multiple revenue streams through off-site opportunities like catering, educational presentations and other mobile events.

Over the next three years, Sub Zero will continue its expansion efforts and has identified Massachusetts, California, Florida and Washington for further development. Currently, the brand has more than 55 stores open, including locations in China and the United Arab Emirates. The total development investment for a Sub Zero ranges from \$176,000 to \$293,000. For more information regarding Sub Zero franchising opportunities, visit [www.subzeroicecream.com/franchising](#).

### About Sub Zero Ice Cream

Sub Zero Ice Cream, based in Provo, Utah, is a national franchise dedicated to providing gourmet, custom-made ice cream. Quality cream, flavors and mix-ins are flash frozen with liquid nitrogen to produce upwards of 2.5 million combinations. Founded in 2004 by Jerry and Naomi Hancock, Sub Zero Ice Cream began franchising in 2008 and has more than 55 domestic and international locations. The company estimates it will open 50 additional stores over the next 18 months. For more information on the Sub Zero Ice Cream brand, visit [www.subzeroicecream.com](#).

## Sub Zero Ice Cream & Yogurt

Based in Provo, Utah, Sub Zero Ice Cream & Yogurt is a franchise organization dedicated to providing gourmet, custom-made ice cream.

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