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Sub Zero Ice Cream Targeting Georgia, Kansas for Expansion

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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," says 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.

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