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Summer Brings Sub Zero to Select Sites

Provo, Utah based **Sub Zero Nitrogen Ice Cream** plans to make its Atlanta debut later this summer. The ice cream & yogurt company has signed two franchise agreements in metro Atlanta with plans to develop at least four locations.



The first two locations are planned for Sandy Springs and downtown Atlanta.

In Sandy Springs, Sub Zero will open in a 1,000 square foot space at The Prado on Roswell Road. The new ice cream shop has signed a lease for suite 130 in the Target anchored shopping center. As ToNeTo Atlanta readers may recall, this suite was [previously home to Yoreka](#), a failed frozen yogurt shop, but had most recently been a Subway restaurant. Yogurt Mountain, another failed fro-yo franchise, also previously operated in a separate space in The Prado, but after opening in 2012, closed in early 2015 .

From the Creators of Chow Bing



The downtown Atlanta franchise is being opened by Sohail Lakhani who also has plans for at least two other locations in metro Atlanta. The downtown location will be located at 250 Park Avenue West Suite 5, below the Embassy Suites hotel and across from Centennial Olympic Park. At 1,700 square feet, the downtown location is significantly larger than the average Sub Zero, which its website indicates is 800-1,300 square feet.

A company representative indicated to me last week that both locations are expected to open in "late July."

It's worth mentioning that Sub Zero Nitrogen Ice Cream is in no way related to locally owned "Sub Zero Frozen Yogurt Bar," which was located on South Cobb Drive in Marietta and closed last year.

Created by Jerry & Naomi Hancock in 2004, Sub Zero Nitrogen Ice Cream started franchising in 2008. In 2013, the Hancocks appeared on Season 4 of ABC's Shark Tank. While the sharks were impressed with their product, none were interested enough to bite at the couple's request for \$300,000 in exchange for 12% of the company.

Tom + Chee, a grilled cheese franchise, also appeared on season 4 of Shark Tank, and while it did get an investor, it has struggled as a franchise and has [closed over a dozen locations](#) including [three out of four](#) in metro Atlanta.

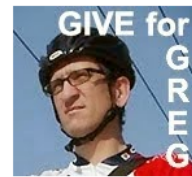
Jerry, who has a chemistry background, essentially applied the technique of freezing with liquid nitrogen - something done locally with milkshakes at FLIP Burger Boutique - to ice cream. Sub Zero creates its ice cream by blasting and mixing liquid ingredients repeatedly with -320 Fahrenheit liquid nitrogen.



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A super corny video that shows the process at Sub Zero

Sub Zero offers a variety of dairy and non-dairy options from which to choose. Among the options are their original and custard base in addition to a low-fat yogurt option. They also offer lactose-free, vegan and sugar-free options for those with dietary restrictions.

Sub Zero's opening follows the recent opening of Sweet Charlie's, a Philadelphia based novelty ice cream franchise, in Buckhead. Located on Roswell Road near Chastain Park in Buckhead Court, Sweet Charlie's also creates ice cream in front of customers, but rather than using liquid nitrogen, they use a surface that is below 20 degrees Celsius, according to a store representative. The liquid dairy product is frozen and smoothed on the surface before being rolled and placed in a cup.



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