



ATLANTA

citybizlist

# Liquid Nitrogen Ice Cream Store Debuts in Georgia

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## *Sub Zero Nitrogen Ice Cream Opens First Georgia Location in Atlanta*

Temperatures are dropping as **Sub Zero Nitrogen Ice Cream** moves into Georgia for the first time. Sub Zero serves the creamiest, premium ice cream that's customized to each guest's preferences by rapidly freezing individual creations using liquid nitrogen. The new Atlanta store is located in Sandy Springs at The Prado Shopping Center at 5590 Roswell Road, Suite 130A.

Sub Zero is a science spectacle when it comes to serving made-to-order -321 degree liquid nitrogen treats, which take about two minutes to create using a unique patented process. The flash freezing ensures ice crystals remain miniscule, resulting in an ultra-smooth and creamy product.

The liquid nitrogen ice cream store offers completely customizable creations and caters to a range of dietary needs. Sub Zero offers seven cream bases, **including original, premium custard, low-fat and yogurt, as well as lactose free, vegan and sugar-free options. After selecting a base, guests can choose from nearly 40 different flavors and then mix in a variety of fruit, candy, nuts or baked goods for limitless combinations. Sub Zero also offers shakes and smoothies that are created using liquid nitrogen.**

Sub Zero Nitrogen Ice Cream of Atlanta – Sandy Springs is owned by local partners Tabassum (Tania) and Sana Chunarara. After hearing about the success of their friend's son in Texas who owned a store there, the Chunararas were intrigued and went to visit. Tania instantly fell in love with the product and wanted to bring the concept to their hometown.

"We are honored to debut Sub Zero's delicious liquid nitrogen ice cream in Georgia," said Tania. "Ice cream is happy and puts a smile on people's faces, so we're excited to be a part of that entertainment for the community."

The brand currently has more than 55 domestic stores open, as well as locations in China and the United Arab Emirates. Sub Zero estimates it will sign 50 contracts this year and open 50 additional stores over the next 18 months.

Sub Zero Nitrogen Ice Cream of Atlanta – Sandy Springs is open Sunday through Thursday from 11:30 a.m. to 11:30 p.m. and Friday and Saturday from 11:30 a.m. to midnight. To learn more, visit [www.subzeroicecream.com](http://www.subzeroicecream.com).

### **About Sub Zero Nitrogen Ice Cream**

Sub Zero Nitrogen 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 upward of 2.5 million combinations. Founded in 2004 by Jerry and Naomi Hancock, Sub Zero Nitrogen 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 Nitrogen Ice Cream brand, visit [www.subzeroicecream.com](http://www.subzeroicecream.com).