



FROZEN GOODNESS

SUB ZERO NITROGEN ICE CREAM BRINGS FROZEN TREATS TO CARMEL

*Writer / Mall Keating
Photographer / Amy Payne*

After a soft opening in September, and an official grand opening Oct. 20, Sub Zero Nitrogen Ice Cream in downtown Carmel has already garnered a strong following.

Sub Zero Co-Owner John Einfeld says he has lines out the door on weekends.

"People have told me they absolutely love the ice cream, and that's always great to hear," Einfeld says. "The Carmel

store's sales are just on the heels of our Massachusetts Avenue shop, and it's the number one Sub Zero store in the country. Our Carmel store (located near The Monon Trail at 111 W. Main Street, Suite 130) is already an outstanding success."

Einfeld and his wife also co-own a successful Sub Zero store in Castleton Square Mall and expect to open a minimum of two more stores in 2018.

"We are predicting as high a number as four new stores," Einfeld says. "I think Sub

Zero has been so successful because we are unique. Customers have told us they get a unique experience. Every single ice cream is fresh."

Sub Zero serves the freshest, creamiest, premium ice cream that's customized to each guest's preferences by rapidly freezing individual creations using liquid nitrogen.

Sub Zero is a science spectacle when it comes to serving made-to-order -321 degree liquid nitrogen treats, which takes less than two minutes to create, using a



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unique patented process that produces an ultra-smooth and creamy product.

"If you are 3 or 83, you love ice cream, and this is the best," Einsfeld says. "A lot of customers have told us they are thrilled they don't have to drive to the other locations, because this is closer to home. People love it so much, they videotape their ice cream experience here. They also don't mind waiting. They are socially engaged when they are here and ask other people what they are going to get. I'm blessed to have the business do so well."

The 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, smoothies, pints, quarts and ice cream pies that all use the liquid nitrogen.

"The liquid nitrogen and the wide variety of choices are where the magic happens," Einsfeld says. "People create their own combinations. They have many varieties to choose from."

Sub Zero also has Sensations Ice Cream choices that are pre-selected.

"People love having the options to choose from," Einsfeld says. "They love our smoothies and the ice cream pies



that are made to order. We do really well with our ice cream pies at our Massachusetts avenue store, and we expect to do the same in our Carmel location."

Einsfeld has lived in Indiana for most of his adult life and enjoys having family-owned businesses in the area.

"We're excited to continue expanding the Sub Zero brand throughout Indiana," Einsfeld says. "We anticipate having another store in Hamilton County, and another in Marion County. We are also hoping for two more, with one of the stores anticipated to be in Evansville."

The Sub Zero Brand has more than 55 domestic stores open, as well as locations in China and the United Arab Emirates. Sub Zero estimates it will sign 59 contracts this year and open 50 additional stores over the next 18 months.

"My wife and I are the area developers for Indiana," Einsfeld says. "We work with other new franchisees to train them and get them started. We are definitely committed to the franchise."

They also cater any event from weddings, birthday parties, office parties and classrooms.

"We recently catered ice cream at the Carmel High School Seniors Night, and the kids loved it," he says.

Sub Zero Nitrogen Ice Cream is open seven days a week from 11 a.m.- 10 p.m. To learn more, call 317 564-8158 or visit subzeroicecream.com.

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