

## Rita and Mark McCabe, Sub Zero Ice Cream



Mark McCabe is a 20-year retired navy aviation veteran and past state commander for the VFW who has lived around the world, working on aircraft carriers. After he and his wife, Rita, saw **Sub Zero Ice Cream** on the reality show "Shark Tank," they fell in love with the patented concept for flash-freezing ice cream with liquid nitrogen. Wanting to bring it to New England, they bought a Sub Zero franchise and opened their doors in 2013 in Nashua, New Hampshire.

Through their franchise, they are members of the Veteran Business Owners Association and were voted "Entrepreneurs of the Year" through the organization. When a local military veteran had a home built through Habitat for Humanity, Mark and Rita were there serving ice cream.

Sub Zero Ice Cream provides gourmet ice cream made from cream, flavors and mix-ins that are flash frozen with liquid nitrogen to produce more than 2.5 million combinations.

Years in business: 3

Number of franchises owned: 1

Start-up costs and fees and/or incentives offered for veterans: Initial investment ranges from \$155,000 to \$381,000. The McCabes spent about \$150,000, with a 25 percent discount for qualified military veterans.

Annual revenue: \$220,000

*Pictured: Rita and Mark McCabe with Senator Lindsey Graham at a campaign stop at their New Hampshire location*