

Cold Stone Creamery to Open Ice Cream Stores

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Shafeena Yusuff Ali, CEO, Tablez Food Company and Eddy Jimenez, senior vice president, International Operations and Development, Kahala Brands, after signing Master Franchise Agreement to open Cold Stone Creamery ice cream stores in India, Srilanka

KOCHI: Tablez Food Company Pvt Ltd, India, food and beverage operators in the country, signed a Master Franchise Agreement with Kahala Franchising, LLC, franchiser of Cold Stone Creamery to open its super-premium ice cream stores in India and Sri Lanka.

The agreement outlines plans for 40 stores in India and five in Sri Lanka by 2019, with the first slated to open at LuLu Mall, Kochi in November. Shafeena Yusuff Ali, CEO, Tablez Food Company said that as the premium American ice cream concept, Cold Stone Creamery promotes and encourages a fun and friendly experience through personalised Cold Stone Creations. This partnership is in line with the Company's vision to introduce constant innovation and enthralling Food & Beverage concepts in the sub-continent.

Eddy Jimenez, senior vice president, International Operations and Development, Kahala Brands, said that with over 40 Cold Stone Creamery stores planned in the course of the next five years, we know this will be a great market for accelerated growth.

"Tablez Food Company has aggressive expansion plans and has outlined its strategy to be a top tier Food & Beverage operator with sustainable market share in coming few years in the industry. Over the next five years, the company will invest around 75 to 85 crore in the Cold Stone Creamery business across India and Sri Lanka. We plan to open the first Cold Stone Creamery at LuLu Mall in Kochi in November this year, followed by a few stores in Bangalore and subsequently other cities in India and Sri Lanka over the coming years," said Shafeena Yusuff Ali.