



COLD STONE
CREAMERY

RECIPE FOR A SUCCESSFUL SITE

LOCATION, LOCATION, LOCATION

Start with an outstanding space, add a red-hot client, and everybody wins! Cold Stone Creamery drives traffic and excitement everywhere we go - especially among women ages 18 to 34 and families. So, what do we look for when choosing sites?



THE PERFECT SPACE

1. 1,000 - 1,200 sq. ft.
2. Signage display on building and pylon sign
3. Active nighttime foot traffic



THE PERFECT NEIGHBORS

1. Movie theaters
2. Restaurants
3. College campuses
4. Bookstores
5. Coffee shops
6. Video rental stores
7. High-end retailers
8. Grocery Stores



THE PERFECT DEMOGRAPHICS

1. Population of 15,000 or more within one mile
2. Frequent visits by people ages 18 to 34
3. Median household income of \$35,000 or more



If you have a site for Cold Stone Creamery in the San Francisco Bay Area, please contact exclusive leasing agents below:

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