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## Bread boss scoops cool role

A BREAD company boss has scooped a new role at an ice-cream chain after a takeover from Franchised Food Company.

Franchised Food, owned by Melbourne-based businessman Stan Gordon, acquired the 87 Cold Rock ice-cream stores on September 4, appointing former Brumby's Bakeries chief Michael Sherlock as executive chairman.

The deal forms part of Mr Gordon's plan to grow his business, with Franchised Food established as an umbrella vehicle for Mr Whippy and Pretzel World.