

Bread boss scoops top role at Cold Rock

By Angela Harper

BRISBANE, Sept 7 AAP - A bread company boss has scooped a new role at an ice-cream chain after a takeover from Franchised Food Company (FFCo).

FFCo, 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.

Mr Sherlock, who was at the helm of Brumby's Bakeries from 1999 to 2007, said Cold Rock had enormous potential for growth in Australia.

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

"We are really excited to be adding Cold Rock to the fold," Mr Gordon said.

"It will be business as usual for all Cold Rock franchisees and we look forward to them enjoying an exciting future as part of our expanded group.

"We are delighted to have someone of the calibre of Michael Sherlock on board to share his knowledge."

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