



# Kids pester dad into buying Cold Rock ice cream chain

**By ALEX TILBURY  
 in Brisbane**

IT WAS his kids' pester power that pushed Michael Sherlock to buy the Cold Rock ice cream chain and get back to work.

Mr Sherlock started his new job yesterday as boss of the newly created Franchised Food Company, majority owned by Melbourne businessman Stan Gordon and his business partner

Dani Teer. Two years ago, Mr Sherlock's Brumby's Bakeries chain was absorbed by the Retail Food Group in a hostile takeover, and he's been consulting to various franchise chains ever since. The Cold Rock deal settled last Friday for an undisclosed sum with previous owners Norm Hunt of the Gold Coast and John Booth of WA.

Now all 87 stores fall under the new holding company,

which also owns Mr Whippy and Pretzel World, with total store numbers at 115.

Cold Rock's unique selling point is its "smash ins" where customers can choose which lolly or chocolates to crush into the ice cream on a cold marble slab.

"I'm thrilled to be involved with this venture and in growing Franchised Food Company into a major franchising group but really

it was my kids' pester power that got me back in the saddle," said the 57-year-old Mr Sherlock of his two kids Estella, 5 and Adam, 8.

"Cold Rock has enormous potential with growth. We are excited to be adding Cold Rock to the fold. It sits well alongside our existing brands, Mr Whippy and Pretzel World, which are both fun, happy places to visit and enjoy a quick treat."



**BIG DEAL FOR KIDS:** Children across Australia enjoy the large number of choices of lollies to go with their ice cream