



Sherlock's ice dream

HIS kids' pester power pushed Michael Sherlock to buy Cold Rock ice cream chain and go back to work.

Mr Sherlock started his new job yesterday as executive chairman of the Franchised Food Company, majority owned by businessman Stan Gordon and 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 franchise chains ever since.

Cold Rock was last Friday sold for an undisclosed sum and now all 87 stores fall under the new holding company, which also owns Mr Whippy and Pretzel World.

"It was my kids' pester power that got me back in the saddle," Mr Sherlock of Estella, 5 and Adam, 8.



Back at work: Michael Sherlock



Smash hit: Archie and Billy Rose work on a bubblegum-marshmallow cone at Cold Rock, Cronulla