

Sub Zero Ice Cream opening in Columbia mall

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A Utah quick freeze ice cream franchise is opening its second Maryland location at the Mall in Columbia on June 15.

Sub Zero Ice Cream opened its first local store store in the [Hunt Valley Towne Center](#) two and a half weeks ago.



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Sub Zero Ice Cream is made-to-order ice cream created using liquid nitrogen.

SUB ZERO ICE CREAM

The ice creamery uses -321 degree liquid nitrogen to flash freeze single-serving ice cream allowing it to be individually made-to-order. Customers can choose from 39 flavors, a variety of mix-ins such as nuts, candy or fruit, and even which cream base they prefer. Options include original, premium custard, low-fat, yogurt, non-dairy, vegan and sugar-free.

Sub Zero Ice Cream of Howard County is owned and operated by [Steve Maisel](#), who decided to open a location in Maryland after he was introduced to it in Siesta Key, Fla. Maisel, a 58-year-old Howard County resident, has dreamed of owning an ice cream store for 30 years.

He's been studying the local market for the last 10 years, observing and taking notes, and believes his shop will be successful because of one thing – customization.

"I have no frozen ice cream in the store, I make it to the customers' desires and wishes," Maisel said. "The people in this county value personal service and they appreciate it because each order is made individually by a person not a machine."

The 975-square-foot shop will be on the upper level near the carousel, one of the busiest and most expensive locations in the mall, Maisel said.

"People say location is everything, but you have to pay for it," Maisel said.

The total investment to open a Sub Zero store including the franchising fee costs between \$176,000 to \$293,000.

Before opening the Columbia mall location, Maisel tested Sub Zero's success locally by catering for community events over the course of a year, and said the test was successful.

Sub Zero Ice Cream was founded in 2004 and has more than 50 location in the U.S. as well as in China and the United Arab Emirates. The company plans to open 50 new stores over the next 18 months.

Maisel is not involved with the Hunt Valley location and does not have any immediate plans to open a second location because he said this process was exhausting. However, his dream has always been to open more stores in the county in areas such as Maple Lawn or Columbia. For now, he will be phasing out of his position as a financial adviser and focus on running the ice cream shop.

That, and trying all of the flavor and topping combinations he can think of.

Carley is the associate editor at the Baltimore Business Journal.