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# Cold Stone to open co-branded store at Florida Mall

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The local franchisee of five Cold Stone Creamery stores in Central Florida plans to relocate and upgrade its existing store on Sand Lake Road into the Florida Mall.

Winter Garden-based Dattani Management Corp. plans to open a 720-square-foot Cold Stone Creamery/Rocky Mountain Chocolate Factory by mid-April in the former Mrs. Fields location between Sears and J.C. Penney. Tampa-based MC Construction Resource Group Inc. is the general contractor handling the buildout, which began in late February.

This will be both chains' first co-branded store inside a regional mall, said Vijay Dattani, owner of Dattani Management Corp., which debuted the concept at its Ocala store. Dattani said the firm plans to close the existing Cold Stone Creamery at the Orlando Square shopping center on Sand Lake just prior to opening the new co-branded store.

Colorado-based **Rocky Mountain Chocolate Factory Inc.** (Nasdaq: RMCF) and Arizona-based Cold Stone Creamery announced plans to begin testing the co-branded concept in October 2008 and then began expanding that concept to hundreds of stores nationwide in May 2009.