

STORE PROFILE – FRIZZLES FROZEN CUSTARD

Ricky Glover came through the FDI in September 2007 already having a great deal of experience in the Ice Cream field. Glover owns several Dairy Queens, Sonics and other food service businesses, but was intrigued by the Frozen Custard concepts growing in the US.

To show his dedication to his craft, Glover returned to St Louis soon after the course with his daughter and re-did the Custard Crawl. Now that takes some guts.

After converting an out of business burger joint in Huntsville Alabama, Glover opened Frizzles – Fresh Tenders, Frozen Custard.

The Huntsville Times ran the following story:

Passers-by along Jordan Lane near I-565 likely think Huntsville is getting a new chain restaurant. A chic, modern building is blossoming on land where an aging Krystal restaurant once stood. A sign will go up soon identifying this as Frizzle's, specializing in fresh tenders and frozen custard. But it's no national chain, at least not yet.

Local restaurateur Ricky Glover and his daughter, Cassidy, came up with this idea as a fitting fast casual restaurant concept. He has owned Sonic drive-ins and Dairy Queens for the last two decades, and she has just graduated with a master's degree in business from the University of North Alabama. They hope to spread Frizzle's across North Alabama in the future.

"The target market we're after is people who have eaten fast food since they were a child and are tired of sitting on plastic," Glover said. "That was our idea of birthing the concept in this market." Hours of operation will be 6 a.m. to 2 a.m. during the summer, according to the owner. He said plans are to develop more Frizzle's restaurants across North Alabama.

We wish Ricky and Cass the best of luck with their new project and look forward to seeing more Frizzles in the future. Please visit their website at www.frizzleschicken.com or call on 256 518 2211