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Company Name: Frostology, LLC dba FROST Doughnuts

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doughnuts evolved™

Hand-crafted, gourmet doughnuts.  
Always fresh, always unexpected.

## **FROST Doughnuts opens in Mill Creek Town Center to rave reviews!**

**“Frostology” enthusiastically embraced after owners employ social networking sites to create buzz, build excitement, and interface with customers**

**July 29, 2009 Mill Creek, WA** – Open less than a month, FROST Doughnuts has struck a chord with patrons at [Mill Creek Town Center](#) and beyond. “When we firmed up our location, we created a Facebook page and a Twitter account: posing a simple question: What is Frostology?, explains Daniel Sterling, one of FROST Doughnut’s three co-founders. We went out into the neighborhood and continued to ask that question, getting the craziest answers! By the time we took the paper off the store windows, pre-opening, we had people streaming into the shop, telling us how much they anticipated the arrival of FROST: many of whom, still not 100% sure what our product would be!”

Once opened, Frostology disciples found doughnuts – not your father’s donuts, not the donuts that came in with the chain from the East Coast, not donuts trucked in from a contract bakery and not the donuts that people thought they would find. Absolutely not! FROST’s customers, who all became even more avid Frostology disciples after that first bite of a FROST Doughnut, discovered the evolution of a donut – into a FROST Doughnut – “Proof that food can love you back!”

On one hand, FROST Doughnuts remain true to the classics (traditional raised, glazed, for example) – doughnuts you grew up with and love. Doughnuts evolved™ however, is innovation with new and exciting flavors that satisfy the most sophisticated and adventurous palate.

Some of our most evolved flavors:

**Bourbon Caramel Pecan-**

Homemade caramel made with top-shelf reserve bourbon tops moist vanilla cake doughnut before it is rolled in fresh chopped pecans

**Southern Red Velvet -**

Luscious Red Velvet cake doughnut with our special recipe cream cheese frosting.

**Salted Caramel -**

Butter cake doughnut topped with decadent caramel and a touch of Fleur de Sel accents

**Aztec Chocolate -**

Rich Mexican chocolate cake scented with cinnamon and a hint of cayenne.

**Banana Split Fritter-**

The ultimate indulgence. A fresh raised fritter festooned with fresh bananas, strawberries & pineapple and drizzled with truffle chocolate.

**Frostology: the DNA of every product we create**

**Freshness & Taste**

Every doughnut we sell was made on the same day it was sold.  
We use only the finest and freshest ingredients available in our products.

**Inspired Flavors**

We remain true to the classics – doughnuts you grew up with and love. We also innovate with new and exciting flavors that satisfy the most sophisticated and adventurous palate.

**The Love of our Craft**

We love doughnuts; we love making (and eating!) them. The love of our craft comes through in every satisfying bite.

**Giving back to our Community**

We only sell doughnuts that were made that same day. Doughnuts that do not sell by end-of-day are delivered to local food banks: because everyone deserves a treat.

FROST Doughnuts

[www.frostology.com](http://www.frostology.com)

15421 Main Street

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(425) 379-2600

[product images](#)

Hours of Operation:

M-F 6am-8pm

Sat 7am-8pm

Sun 7am-7pm

join us at...



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