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doughnuts evolved™

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

FROST Doughnuts...doughnuts evolved™ introduces ownership team **Dynamic trio of friends, turned business partners: parley a vision into reality and craft a hit**

Mill Creek, WA July 29th, 2009

In a short five months, longtime buddies, Daniel Sterling, Paul Goetz and Del Hernandez dared to dream about doughnuts that would be different from any others. Taking an enormous leap of faith: they created the look, feel and taste of FROST Doughnuts, the idea of Frostology and doughnuts evolved™. Then they found the ideal [Mill Creek Town Center](#) shop location, remodeling it into the FROST Doughnuts environment. All the while, they were making doughnuts, tasting, refining and developing recipes, first with help of consulting doughnut makers, then on their own.

FROST Doughnuts opened July 10th and its owners are delighted with the enthusiastic community response and guest counts. "The buzz about FROST was strong before we opened because of our efforts on Facebook and Twitter. Since opening, talking to guests who come to the shop, interacting with people of all ages and backgrounds: is so gratifying, exclaimed co-owner Daniel Sterling, FROST Doughnuts Managing Partner, Creative/Brand Technology. We all live within walking distance of Mill Creek Town Center and feel it is the crown jewel of the north end of Seattle, so this was our first choice for a FROST Doughnuts location."

Introducing the FROST Doughnuts ownership team:

Daniel Sterling – FROST Doughnuts Managing Partner, **Creative/Brand Technology**-Daniel likes to say he has worked for Seattle's top billionaires: Alan, Gates & Bezos. The branding for FROST Doughnuts is his creation. He is a designer, marketing guru, and social networking specialist.

Del Hernandez – FROST Doughnuts Managing Partner, **Culinary/Product Development**-Del used to sell Real Estate. His family has a history in food service and he worked in the family bakery while growing up. He is responsible for the doughnuts that FROST produces and bakes hourly on site. When you come to the store, in the front interior seating area, there are long narrow windows that look into the kitchen: there you will see Del hard at work.

Paul Goetz - FROST Doughnuts Managing Partner, **Financial Analyst/Guest Experience Expert**-Paul has a back ground in finance, he was a systems analyst reviewing, accounting procedures for efficacy and waste. He does much of the same at FROST; he is also taking the lead when it comes to crafting the guest experience at FROST.

FROST Doughnuts

www.frostology.com

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[product images](#)

Hours of Operation:

M-F 6am-8pm

Sat 7am-8pm

Sun 7am-7pm

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