

# Marketplace

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# treat yourself!

By Sandra Clark

Summer is a favorite time for Bruster's franchise owner Daren Greene. You can spot his smile ahead of his cut-off jeans and sandals. The former corporate executive has found a job that he loves and he says it makes him younger. "I'm dressed up today," he laughed.

Summer is a favorite time for Bruster's customers. You can see them lined up at the windows, especially in the evenings. Bruster's on Emory Road is a gathering place for friends from Halls and Powell. The store on Middlebrook Pike is so busy you might have to circle the parking lot to find a space.

"Bruster's philosophy is very simple," Greene said. "We believe that ice cream is one of life's great, simple pleasures that can be shared with family and friends of all ages."

Emory Road store manager Chrissie Woods agrees. "We don't just sell ice cream. We sell an experience. Families come in here and they have a good time. They might be celebrating a special occasion or they might be having a bad day. This is a fun business."

Ice cream is the No. 2 comfort food in America (the first is pizza), Greene said.

And how do you make the ice cream experience fun?

Well, there's Banana Thursday. Bring your own banana for half off a banana split. Daren said that's how he and his wife came to love Bruster's - visiting every Thursday. Each March there's PJ Weekend. Wear your pajamas to the store to get a free, single-scoop waffle cone.

Bruster's has free baby cones for kids



Manager Chrissie Woods decorates a cake at the Bruster's on Emory Road. At right, franchise owner Daren Greene enjoys a job where it's fun to come to work. The north area store is celebrating its second anniversary. Photos by Ruth White



under 40-inches; they have free doggie (and kitty) sundaes.

All ingredients are made fresh at each store. Giant freezers blend fresh milk and cream with chunks of real fruit, nuts, candies and other mix-ins. Flavors are based on what is fresh and in season, such as Black Raspberry and Peach during the summer and Eggnog and Peppermint through the winter holidays.

Signature waffle cones are baked all day, the sweet scent sure to tempt your taste buds the minute you step up to the window.

Greene believes in giving back to the community. That's why he supports Big Brothers/Big Sisters and Mission of Hope, along with local schools. He has cooked up summer-long special events, such as face paintings and balloons for kids. Stop by Bruster's at 906 East Emory Road for details or call 938-9633.

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