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FROSTOLOGY Comes to Lincoln Square Donut Showdown Winning Company Opens New FROST Sweet Boutique

BELLEVUE, Wash (Dec. 9, 2015) – FROST, winner of Food Network’s Donut Showdown, is bringing its amazing sweet and savory treats to Bellevue with the opening today of a new FROST Sweet Boutique in Lincoln Square at The Bellevue Collection. The new store, conveniently located on main level near the entrance of The Container Store (formerly site of Tully’s), will feature not only their award-winning donuts, but a variety of other sweets and savory items new to the company’s menu.



"FROST Lincoln Square will offer our line of inspired doughnuts, FROST Cakes (our twist on traditional cupcakes), and French macarons, plus an exciting collection new savory menu items as well," says FROST CEO and Creative Director Daniel Sterling. "We are taking the FROST experience further by introducing FROST Luncheonette, a unique menu of scratch-made savory items, perfect for a quick lunch. By expanding our bakery experience into savory items and offering a selection of fine wines, we allow people to enjoy FROST all day long."

FROST opened its first location in Mill Creek in July of 2009. Since opening, FROST has proven that the doughnut can be viewed as not only a traditional breakfast item, but also a decadent dessert. FROST doughnuts are given as gifts, served for dessert at weddings and other high profile events, are sold on major corporate campuses, and inspire fans to participate in the creation of new varieties. "We are committed to keeping our menu fresh by offering new selections seasonally and frequently," says Del Hernandez, the company’s cofounder and winning baker from The Food Network’s Donut Showdown in 2015.

To spur on more ideas, on National Doughnut Day (early June annually), FROST holds an annual doughnut design contest that brings in hundreds of new flavor ideas - with the winning flavor appearing on FROST’S menu rotation. "This campaign engages our guests by including them in the process, which encourages participation and inspires enthusiasm," says Hernandez. "It’s amazing to see their ideas and test them. I am always surprised by what their ideas inspire."

In 2014 the company changed the look and experience of its shop by opening FROST Dessert Lounge, a whimsical and luxurious place to enjoy not only the doughnuts that made us famous, but a carefully curated line of cupcakes and French macarons as well. *Seattle Eater* calls the FROST unique cupcakes "Wonka-esque" for their unique flavors and delightful designs, and our handmade French macarons are

quickly developing a cult following of their own. The company awards are numerous, bringing recognition to FROST that is unmatched in the region.

With this most recent expansion, FROST also debuted its own signature coffee line, with beans locally roasted by Seattle's Victrola Coffee Company. Carefully selected to pair beautifully with our desserts, this complex and luxurious coffee is seen as a welcome upgrade to Seattle's more common and ubiquitous coffee offerings.

At the Lincoln Square location, savory items to enjoy will include hot press sandwiches like Turkey ^ Curried Apricot, Roast Beef & Arugula, Applewood Bacon, Bear & Brie. Salads from the Frost Signature Cobb to Cranberry Pecan and Scratch-Made Soups of Swiss Broccoli Bisque or Thai Coconut Curry Chicken round out the savory options. Pare them with a hand-picked selection of fine wines at dinner or for a late night treat.

For more information on FROST, visit frostology.com.

Quick Background of FROST

FROST was created by three close friends of over 20 years, each having a complementary mix of experience. In 2014 we were joined by a seasoned restaurateur. Daniel Sterling manages the brand, Del Hernandez manages all operations, including culinary, Paul Goetz manages financial and Hector and Amelia Mendora recently joined to manage restaurant operations. Its first store opened in Mill Creek and soon built a broad fan base. In 2014, the company opened FROST Dessert Lounge, a whimsical and luxurious place to enjoy not only doughnuts, but a curated line of cupcakes, French macarons with its signature coffee, Seattle's Victrola Coffee Company. The Bellevue location is the company's third location (FROST opened in Everett spring 2015) along with Microsoft on-campus cafes and an extensive catering menu.

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