

Defining Frostology

Reinventing the Doughnut

A new business was moving into the Mill Creek Town Center. But tarp curtains obstructed the view of what was brewing behind the large-paned windows. The only clue was a single newly invented word — “Frostology.” With so much left unsaid, the buzz began. The budding business owners fed the excitement by asking people to guess what they were up to. Cupcakes? A new salon? A boutique? >>

BY KAYLA SCHROADER | PHOTOS BY TRACEY AYTON





When You Go
 Frost Doughnuts
 15421 Main St. in Mill Creek
 425.379.2600 or
 frostology.com



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 In July, Frost Doughnuts opened its doors to eager eyes and introduced folks to “the doughnut evolved.” And just like clockwork, out of the Frost Doughnuts’ kitchen came a new generation of beloved classics — Bismarcks, French cruelers, fruit fritters and melt-in-your-mouth raised glazed doughnuts. And innovative new recipes like the PB & jelly 2.0 doughnut that tastes sort of like fried Wonder Bread stuffed with your two childhood favorites. Or the maple bacon bar, tasty traditional sweetness made even better thanks to crispy, crumbled, salty bacon on top. Or the Aztec chocolate with a spicy kick of cinnamon and cayenne.

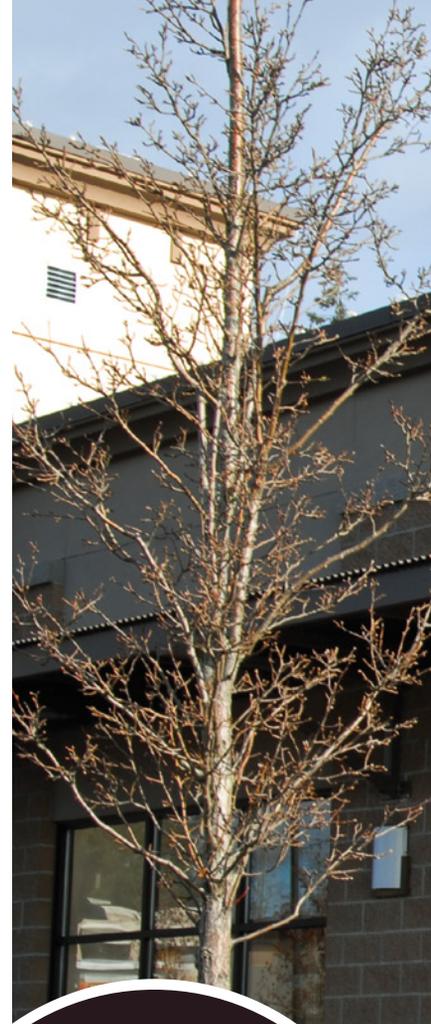
“We opened in the depth of the recession,” recalls Daniel Sterling, co-owner. “We felt compelled to create an affordable luxury, something new and novel, inspired by desserts and tradition. And things have really taken off in six months.”

The project became a masterpiece due to a trifecta of synergy. Sterling stepped up as creative director, conceiving the brand itself and new flavor combinations as well as forwarding social media and marketing efforts. Old friend Paul Goetz adopted all corporate and financial management while business partner Del Hernandez exercised his skills in the kitchen.

The dream had spurred from the inventive genius of the three friends who were more than eager to escape the corporate world: Sterling did interactive and user interface designing for various companies, Goetz was with Ticketmaster as a business analyst and Hernandez worked in real estate and construction. Then the concept of Frost Doughnuts caught on, and spread like icing atop a freshly baked doughnut – a sweet escape for all.

Frost, now with 35,000-plus Facebook fans, utilized the era of social networking to grow and sustain the business. Through this outlet, they constantly communicate with their customers and >>





Behind the Scenes

Exhibition style windows in the shop boast of fresh batches each morning. This visibility gives customers a sense of confidence, while Frost employees get a gratifying view of little chocolate-covered faces.





Community Outreach

Taking care of the Frost community has been priority for the owners since day one. They have partnered with organizations including the Lynnwood food bank and Hands of Hope and Salt of the Earth. "Because everyone deserves a treat," says Goetz.

<< crowd source new flavors. They tweet, too.

"We put ideas out there and let them incubate," Sterling says. "The (fans) give constructive criticism and instantaneous feedback on our products." The owners fondly recollect positive customer interactions that occur on a daily basis.

The first phone call following the opening: a small boy's mother introduced herself before handing the phone to her young son who enthusiastically said Frost had, "The best maple bar he'd ever tasted."

"It's like family," Goetz says of all clientele, even those who travel from more than 50 miles for the Frost experience. "These are our neighbors and our friends." Once, an Australian doughnut connoisseur planned a special trip to Mill Creek for a Frost doughnut. Another customer's backseat filled with doughnut boxes after she refused to throw the collectables away. "Our clientele is not what you'd expect," Sterling said. "We cater to everyone." He goes on, describing business people in the morning, the afternoon "strolleratie," the older generation who

grew up on doughnuts and stops by in the evenings, and father-daughter duos that are quickly becoming a Saturday staple.

According to Sterling, people's tastes are becoming so sophisticated, unique and international, which is why he strives to inject curiosity and adventure into the flavors of his masterpieces.

With more than 40 varieties of doughnuts, the business is consistently creating new things. "Frostinis" became the Frost version of a doughnut hole, and "duets" include coordinating dips for chocolate-raspberry and blueberry-lemon lovers. Frost also offers wedding tower doughnut cakes festooned with fresh flowers.

Sterling, Goetz and Hernandez intend to expand Frost soon, opening more stores on the Eastside. But they have declined offers to franchise.

"We set out to raise the bar, and it's definitely happening," Sterling said. "People thank us a lot. And we're excited they're excited." 🍩🍩

the best doughnut you've ever tasted? We make every doughnut fresh in-store daily using the finest ingredients... was created by your neighbors in Mill Creek... not a chain or a franchise, but an original!

	12 oz	16 oz	20 oz
coffee	1.59	1.89	
tea	1.59	1.59	
		2.19	
		1.49	

CAFFÈ VITA Coffee Roasting Co.
Exclusive FROST "Evolved" Roast by Caffè Vita

Gourmet Teas

- Organic Moroccan Mint
- Organic Masala Chai
- Classic English
- Tuscan Garden
- White Ambrosia
- Organic Green Passion
- Organic Earl Grey

Menu

99 cents to \$1.89 for doughnuts. Gourmet tea and organic Café Vita is also served.



Frost Father Favorites

Del Hernandez — Maple bar, with "luscious maple" icing.



Paul Goetz — Raised glazed, which "tastes like growing up, but better."



Daniel Sterling — Salted caramel, a vanilla old-fashioned doughnut with caramel frosting, fleur de salt and crystal sugar. According to Sterling, "a perfect salty-sweet flavor and texture experience."