

Abbott's History

Abbott's - A History to be Proud of!

The "lore" of Abbott's Frozen Custard dates back to 1902 when a young Arthur Abbott traveling with small carnivals along the eastern seaboard, began perfecting his recipe for a frozen concoction we know today as frozen custard. He peddled his delicious dessert for the most part to support his love of the horse races, little did he know the impact his heavenly treat would have on the public for years to come.

In 1926, tired of the constant travel he settled in the port town at Rochester New York. He opened up shop at the corner of Lake and Beach Avenues, just across the street from Ontario Beach Park, which at the time was a bustling amusement park that drew crowds of people from all over the state. Soon people started lining up by the hundreds to enjoy the super creamy frozen custard that Arthur had worked so hard and so long to create.

Never content to stay in one place too long, Arthur was attracted to the Playland at Rye Beach. He opened up several successful shops in the park, and was enjoying the fruits of his labor. He never did lose the love of the horses, as a matter of fact with his booming businesses he could afford to buy his own horse, and that is just what he did.

In 1952 Arthur struck it rich when his prized horse, Blue Man, won the Preakness Stakes, earning Arthur an astonishing \$86,135.

Now in his seventies, and financially comfortable, Arthur was seriously considering the prospect of hanging up his scoops for good.

In 1957 Mr. & Mrs. Schreiber became the proud owners of Abbott's Frozen Custard and set out to better the already stellar reputation of the stand at Charlotte Beach. With a lot of tenacity and "TLC"; the hands on owners took the business to the next level. Truly a family operated business Abbott's stood for quality and excellence, and the customers today will tell you that is what keeps them coming back.

After twenty years of phone calls and inquires about franchising Mr. Schreiber granted the first franchise at 630 W. Ridge Rd in Rochester where it still operates today. There would be many other franchise to follow, along with other additions that contributed to the continued success of the business. In 1981 Mrs. Schreiber unveiled the devilishly delicious treat known to all as the Turtle. This popular item headed a line of frozen novelties still in production today.

Over the years employees have come and gone but a few of the dedicated ones have managed to continue the high standards that have made Abbott's a customer favorite for more than a century. President Gail Drew (Mr. & Mrs. Schreibers daughter) Vice President Rob Amico (1975) Senior Franchise Coordinator Joe Orden (1988) and Corporate District Manager Eric Lepore (1989).

With over 90 years experience driving the expansion of Abbott's, the sky is the limit, always keeping in mind that quality is what got us where we are today.