

ICE CREAM AND CUSTARD: DESSERT OF CHAMPIONS? Carpenter takes over Colorado Custard Company

LOCAL BUSINESS

BY R. SCOTT RAPPOLD



Matt Carpenter nears the finish line to win the Pikes Peak Marathon in 2011.

For Matt Carpenter, who has won the Pikes Peak Ascent 6 times and the Pikes Peak Marathon 12 times and holds the records for both (2h1m6s and 3h16m39s), victory is pretty sweet.

So is the ice cream reward he allows himself after a race.

The Manitou Springs runner shows no sign of sharing the sweetness of victory – he’s won the Pikes Peak Marathon 6 times in a row – but he wants to let others enjoy the sweet reward, as new owner/operator of the Colorado Custard Company in downtown Manitou Springs.

The shop will reopen Friday with Carpenter dishing out the same custard treats as Vic Almen, who opened the sweet spot at 906 Manitou Avenue in April of 2009.

Carpenter said he got the idea from the ice cream socials he and his wife sponsor.

“It just dawned on us that as much as serving ice cream, you’re serving smiles. It’s just so much fun to see kids’ eyes light up,” he said.

And, he said, “Custard is basically premium ice cream.”

He heard Almen was looking to sell and closed the sale Tuesday. He doesn’t plan to change anything in the short term as he learns the ropes of running a small business.

But he is a local celebrity, the Mayor Pro Tem, as well as running legend, and he’ll probably put his stamp on the shop eventually.

“We’ve got to come up with something like ‘The Incline’ or ‘Pikes Peak’ – put our own touches on it,” he said. “Obviously, I want to target all the hikers, bikers and runners making their way to and from the trails around Manitou Springs and on Pikes Peak.”

So, he was asked, is there any irony for Manitou Springs’ most prominent athlete serving custard (which, according to the website fitday.com, contains 234 calories per cup)?

“I have always believed throughout my career that ice cream heals injuries,” he said. “When people are happier their injuries heal faster and I guarantee when you eat custard you’ll be happy.”

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MATT CARPENTER –
New owner and operator of the Colorado Custard Company

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