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Whit's Frozen Custard opens in West Hillsborough

Story

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Photograph by Dorothy Potter Snyder

Posted: Monday, August 21, 2017 9:16 am |
Updated: 9:28 am, Mon Aug 21, 2017.

By Dorothy Potter Snyder Special to the News of Orange

The sign is up, the machines are working, and a cheer went up as the last building inspection was passed. Fast-growing West Hillsborough will soon boast a trifecta of deliciousness: barbecue, beer and now: frozen custard.

Whit's Frozen Custard ("Made Fresh Daily") had their "soft opening" at 240 Nash Street in Hillsborough on Tuesday, August 15. The Grand Opening, featuring an appearance by Hillsborough Mayor Tom Stevens, will be the first week of September.

Whit's Frozen Custard opens for business in Hillsborough

Kathy and Barry Hupp (middle and right), the owners of West Hillsborough's new Whit's Frozen Custard, held their "soft opening" at 240 Nash Street on Tuesday, August 15. The new business's Grand Opening will be held in early September. Whit's Frozen Custard features four different types of scoop-able flavors daily, and a wide variety of fresh toppings and flavors.

Kathy and Barry Hupp, owners, have had a lot of obstacles to overcome to renovate the old store front between Churton Realty and Paws at the Corner and make it suitable for a frozen custard shop. The couple had hoped to be up and running earlier in the summer, but like many new enterprises, they encountered unexpected hurdles. "There's been things we didn't anticipate starting up here," says Kathy, "but everyone's been so nice, and the Town's been willing to work with us."

"The reason we picked Hillsborough is that it reminds us the most of Granville," she says.

Granville Ohio is the home of Whit's original flagship store. "We wanted to be somewhere where we could be part of an active, involved community. We're very excited to be in Hillsborough!"

Whit's is a franchise operation, but the Hupps emphasize that it's a small and very personal one. Founded in 2003, Whit's started franchising stores in 2008. As of now the company is in six states, and the Hillsborough Whit's will be the 44th store to open, the sixth in North Carolina. Every store customizes its offering to its location and the tastes of its local clientele.

Kaylyn Whitman, the founder's daughter and integral part of this family-owned business, is here in Hillsborough giving hands-on support to Barry and Kathy as they set up shop. She explains Whit's unique, patented treat: "Frozen custard is butter and milk like ice cream, but it has a higher butter fat content and pasteurized eggs in it, along with less air, which gives it a creamy texture. We make it fresh every day, and that gives it a better flavor as well."

Whit's will offer three or four scoop-able flavors every day, vanilla and chocolate along with two other special flavors. Endless variety is available, however, in the mixing of daily flavors with fresh toppings in a blizzard-like concoction called a "Whitser". Barry and Kathy are going to open up with chocolate, vanilla and sea-salt caramel, and then by Friday will transition into bourbon praline pecan.

Special locally-themed treats are the Tarheel Treat, the Blue Devil Dream, and the Hillsborough Delight, which comes with raspberries, hot-fudge and macadamia nuts. There will also be no-sugar-added options.

Product left at the end of the day will be packed into quart containers and will be available for customers to take home.

There are 300 potential flavor of Whit's frozen custard, "And there's always a taste before you buy," Kathy assures.

Whit's is hiring now, and you can connect with Whit's and find out about daily and weekly specials at [facebook.com/whitscustardhillsborough](https://www.facebook.com/whitscustardhillsborough).

Whit's Frozen Custard

240 South Nash Street, Hillsborough, NC 27278

Telephone: 919-245-8123

Hours: 12 pm to 10 pm 7 Days a week

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