

Business Updates

Breaking news in local business

ECONOMY

Frost Ice Bar is set to open in Boston next spring

09/12/2012 3:58 PM

By Chris Reidy, Globe Staff

If your idea of a good time is making a reservation to drink a cocktail in what is a loose variation of a large indoor igloo, you may be in luck: Something called a [Frost Ice Bar](#) is set to open on the third floor of Faneuil Hall Marketplace Center next spring, the bar's investors said.

Because plans call for the 2,500-square-foot space to be chilled to about 24 degrees Fahrenheit, this bar is unlikely to be a venue for lingering --- after all, much of the decor will be fashioned from sculpted ice. The Frost Ice Bar is being developed in collaboration with the team behind Boston Duck Tours, the bar's investors added.

On its website, the Frost Ice Bar is described as "a year-round multi-sensory experience."

According to a Frost Ice Bar press release, there are similar bars in Norway, Alaska, and Sweden, not to mention London and Tokyo; the one set to open in Boston will be the first in New England.

Plans are still being firmed up, but the expectation is that most Frost Ice Bar customers will make a reservation and pay about \$25 a ticket. That covers the cost of admission and one cocktail. (Walk-ins, though, will be welcome.) Customers can buy another drink if they can endure the cold.

Unless they arrive bundled up in parkas and muck-lucks, customers will be issued insulated capes and gloves for their stay. Given the extreme temperatures, flip-flops and skimpy outfits are probably not advisable.

The concept's investors see an opportunity in selling all manner of Frost Ice Bar-themed merchandise to customers.

Chris Reidy can be reached at reidy@globe.com.