Kohr's Frozen Custard
Celebrating A Century of Cold, Creamy Goodness

The original Kohr's location on the Seaside Heights boardwalk at Franklin Avenue.

Judy Cardella

One hundred years ago, seventeen-year-old Elton Kohr joined his older brothers, Archie and Clair, going door to door delivering homemade ice cream and fresh milk to homes and businesses out of the back of a horse-drawn carriage, and then out of a Ford Model T panel truck.

Little did the Kohr brothers know they were on their way to generating a Jersey Shore staple that would outlast eighteen presidents (and counting) when they acquired a "Meisenhelter Ice Cream Freezer" that same year. This machine, which was patented in 1914, made a continuous flow of soft ice cream. Through trial and error that included a great deal of tinkering, recipe experimentation, and intuitive rebuilding, the brothers ended up creating a product unlike anything they had ever tasted before. Cold and refreshing, silky and creamy, the brothers' "Frozen Dessert" was born.

The Kohr brothers set up a small booth on Coney Island's boardwalk in the summer of 1919 and sold more than 18,000 cones for a nickel each on their very first weekend. However, the brothers soon realized that the ocean's salt air, combined with the heat and humidity, caused their delicacy to melt rather quickly.

Elton and Archie solved the problem by adding eggs to their mixture, which resulted in a stiffer, more velvety and creamier product that held up much better in the elements without melting as quickly. The new recipe "tasted just like a custard," so the Kohr brothers officially changed their product name to "Frozen Custard."

Elton ended up branching out on his own to start his own chain, and today, his grandson, Greg Kohr, proudly operates six "Kohr's Frozen Custard: The Original" locations in and around the Seaside Heights area delighting customers just as his grandfather did a century ago. "The Franklin Avenue location at 301 Boardwalk was there before the boardwalk was built, when there was only a beachfront," Kohr explained. "And despite the trials from Mother Nature and the economy, we're still here."

While the Kohr's name is much loved at the Jersey Shore, there are actually subtle differences among the stores that share the iconic blue and white Kohr's logo, most notably the stand names and menu items.

courtesy of Greg Kohr

The same location, circa 1960.

"'Kohr's Frozen Custard: The Original' is different from the others because we sell soft-serve custard as well as homemade hard ice cream," Kohr explained. "My cousin's location on the Point Pleasant Beach boardwalk is called 'Kohr's Frozen Custard.' Then there's my other cousin who owns the 'Kohr Brothers' chain with stores in Ocean City, Wildwood, Cape May, Stone Harbor, and in Delaware, Maryland, and Virginia."

Kohr said that after he lost three of his four Seaside Heights locations in 2012 to Superstorm Sandy, followed

courtesy of Greg Kohr

The Casino Pier location on the Seaside Heights boardwalk at Grant Avenue.

by his cousin's loss of four stands in Seaside Park and Seaside Heights in the 2013 fire, there was no question that he wanted to rebuild. "I believe in the Jersey Shore and wanted to come back and survive, and we did." Since then, Kohr has expanded into Lavallette and Ortley Beach, as well as reopening one of his cousin's former Seaside Park locations.

Kohr knows that people keep coming back for more than the smooth, creamy custard or homemade ice cream. "'Kohr's Frozen Custard: The Original' has endured because of the people who work with us. We work together, they don't work for me," Kohr explained. "We've always instilled quality and customer relations at the forefront of our operation, and it's our customers who keep coming back that make it all worthwhile."

For Kohr, the smiles on his customers' faces time and time again are the best part of his job. "People who worked for my grandfather forty years ago remember him, and they introduce me to their grandchildren. The Kohr's name has provided such wonderful memories for so many people, and that means a lot. Here we are, almost one hundred years after my grandfather, still creating those memories."

Whether its custard or ice cream in a cone or in a cup, there's one thing for sure: Kohr's Frozen Custard's legacy will forever be a beloved part of the Jersey Shore experience.

—Jill Ocone

KOHR'S FROZEN CUSTARD LOCATIONS:

"KOHR'S FROZEN CUSTARD: THE ORIGINAL" LOCATIONS:
www.kohrstheoriginal.com
Seaside Heights: 301 Boardwalk (Franklin Avenue and Boardwalk)
Seaside Heights: 800 Boardwalk (Grant Avenue and Boardwalk)
Seaside Heights: 1107 Boardwalk (Freemont Avenue and Boardwalk)
Seaside Park: 1817 Boardwalk
Ortley Beach: 1960 Route 35 North
Lavallette: 507 Grand Central Avenue

"KOHR'S FROZEN CUSTARD" LOCATION:
Point Pleasant Beach: 409 Boardwalk (Arnold Avenue and Boardwalk) (Founded 1923.)

"KOHR BROTHERS" LOCATIONS:
www.kohrbros.com
Multiple locations in the following towns in New Jersey: Ocean City, Wildwood, Cape May, and Stone Harbor
Plus multiple locations in: Delaware, Maryland, and Virginia

"KOHR'S FROZEN CUSTARD: THE ORIGINAL" FAVORITES
Locations in Seaside Heights, Ortley Beach, and Lavallette.
www.kohrstheoriginal.com

FAVORITE FROZEN CUSTARD FLAVORS:
Vanilla
Chocolate
Orange Cream
Strawberry
Raspberry
Bubblegum
Butterscotch
Butter Pecan
Cool Mint
Cotton Candy
Black Cherry

FAVORITE HOMEMADE HARD ICE CREAM FLAVORS:
Oreo Smash
Butter Pecan
Strawberry
Cherry Vanilla
Raspberry Vanilla
Vanilla Fudge
Blueberry Ripple
Butterscotch Ripple
Peanut Butter Ripple
Banana
Black Raspberry
Chocolate Peanut Butter
Chocolate Chip
Coffee
Chocolate Chip Mint

OTHER FAVORITES:
Fresh Fruit Orangeade
Vanilla Milkshake
Chocolate Milkshake
Strawberry Milkshake