



«Antiche ricette
della tradizione
siciliana»

*Ancient recipes
of sicilian tradition*

Our Gelato

Presentation on how to easily produce a fine quality gelato, 100% Made in Italy, without manipulation or adding ingredients, starting from a complete frozen liquid mix called Easy. The name also evokes the production simplicity.

Complete liquid mix for ice-cream, already pasteurised and matured through artisan processes, frozen (-18°C), packed in disposable Boxes of 3.7 kg each, ready to be defrosted and whisked to obtain a 5 kg tray of fine artisan ice-cream in 4-5 minutes

100% Italian
No synthetic colorants
No preservatives
No hydrogenated fats

Hygienic and safe: ready to use,
no additional ingredient required

Constant quality, guaranteed worldwide.
Flavours and scents are preserved for over one year if well stored (-18°C)

Our Ingredients



Our product was studied and elaborated by internationally renowned professionals, who won awards in the artisan gelato sector.



How we prepare our liquid mix in the artisan laboratory in Italy:

- 1) Selection of raw materials
- 2) Dosing and mixing of ingredients
- 3) Pasteurisation and maturation
- 4) Temperature drop (quickly cooling of the mix, preserving the quality intact)



1) First choice ingredients, without synthetic colorants, preservatives and hydrogenated fats, with 100% fruit and 100% Italian milk.

2) Dosing consists in the exact balancing of raw materials according to a previously studied and conceived recipe; after dosing and balancing the ingredients, these can be mixed in order to evenly distribute the raw materials.

3) Pasteurisation is the phase aimed at reducing the bacteria generally present in the mix. Therefore pasteurisation is a thermal treatment; in this phase the ice-cream is brought to a temperature between 65 and 85°C, then it is quickly cooled until 4, 5°C, thus ensuring improved quality and a safe product under a hygienic and health profile. Maturation takes place at the same time as pasteurisation. This phase has the purpose to make the artisan ice-cream mix even, harmonious and consistent, especially when mixing ingredients like water and fats.

4) The blast chiller, which works at a temperature of approx. -40°C with forced ventilation, allows quick freezing, avoiding the formation of ice macro crystals.

Production phases:

Defrosting: remove the product from the freezer (-18°) and place it in the fridge with positive temperature (+4°) for approx. 12 hours.

Whisking: Once defrosted, pour the product into an ice-cream machine. The latter transforms the liquid mix into the final product: ice-cream. Whisking takes place through the action of three elements: stirring of the mix by whisks or blades, cooling from (+ 5°C) to about (-15°C) and introduction of air. The sudden and sharp temperature drop is linked to the need to avoid the formation of too large crystals, in order to obtain a smoother and less scaly compound. Stirring of the mix is instead required to favour the air absorption to increase the volume of the compound (approx. 25-30 %) and soften it. Wait for a few minutes until you hear the machine buzzer and collect the ice-cream in the tray (about 4-5 minutes for 5 kg of ice-cream).

Exposure: once the 5 kg ice-cream tray is filled, store it in the fridge on the horizontal glass, at a temperature of (-13°C).

Differences between artisan gelato whisked on-site and industrial ice-cream purchased in tray, already whisked:

Fine artisan ice-cream is produced in a central laboratory that distributes the mixes in various sales points where a shop assistant looks after the last production phase – on-site whisking – before offering the finished product to the customers. The presence of micro air bubbles and micro ice crystals are some of the factors that determine the creaminess of our ice-cream. Our ice-cream was conceived as product intended for immediate consumption and does not require storage in cold rooms until distribution and sale, unlike ice-cream produced by big companies. Indeed, ice-cream is produced as key product and in large quantities by said companies and is stored for long periods inside cold rooms, thus undergoing an oxidation process that diminishes its quality. The formation of macro-crystals and separation of water, sugar and fats over time, are indeed the disadvantages that characterise "aged" ice-cream.

In this respect, artisan 'gelato' and ice-cream which may be similar in aspect, especially if contained in trays, are substantially different in terms of quality. In artisan ice-cream, (fresh) milk is the main ingredient which constitutes about 60% of the product, while sugars represent about 20% and fats are below 10%. The industry instead produces ice-cream with greater fat quantities, the milk is reconstituted from milk powder and features a greater percentage of air introduced during the whisking process (100-130% of air). On the other hand, artisan ice-cream is produced by slowly introducing air (30-35%) during the whisking process, and is stored at -13°C, thus obtaining a soft and full-bodied cream.



The Advantages

to open gelato sicily franchising

- 1 Constant quality of ice cream and of water ice:** it will always be the same anywhere in the world. There is no addition in any product that can alter the taste of ice cream (water treated with acid/basic system, inverse and sterilised osmosis).
- 2 Simplicity in the preparation:** once defrosted the mixture to 4°C for 12 hours by refrigerator it is sufficient to open the box and pour the mixture into an ice cream machine.
- 3 Hygienical and safe:** there is no manipulation of the mixture with other semifinished products, reducing the risk of product contamination with external agents.
- 4 Reduction of processing times:** you can avoid the stages of dosage, mixing, pasteurization, homogenization and maturation. Ice cream ready in few minutes, 5 Kg in around 10-15 minutes.
- 5 Reduction of space:** you can reduce warehouse space for raw materials and equipment, a single supplier, only one mixture for every taste ready to use. A 50 sq.mt. room is sufficient with a small 10 sq.mt. laboratory on sight for transparency toward customers, showing how we produce a true handcrafted ice cream and water ice.
- 6 High quality of the ingredients:** first choice ingredients mainly Sicilian, with no colorants, with no preservatives, with no hydrogenated fats, with fruit and 100% Sicilian full cream dairy milk. Being a product frozen in the heart (-18°C) in less than 30 minutes, by liquid nitrogen, it maintains all the chemical and organoleptic characteristics including fragrances and flavors of the raw materials produced in Sicily.
- 7 Economic saving of staff** (in number and professionalism): anybody can produce ice cream even though not in possession of any experience in the specific sector of the handcrafted ice cream.
- 8 Saving laboratory equipment:** It is not necessary a sophisticated laboratory but only few meters to place an ice cream machine, a freezer refrigerator at -18° C and a simple domestic refrigerator at +4° Saving electricity: of contract and consumer.



Superior quality raw materials

The raw materials are supplied from all over Italy, especially from Sicily, 100% natural Sicilian ice cream, with no colourings, preservatives or hydrogenated fats.



History and tradition

We present the ancient recipes and traditions of Sicilian flavours with a modern and innovative twist, focusing on maximum quality and excellence.



Extreme attention to detail

The style and décor are designed with extreme attention to detail, nothing is left to chance. From the cups to the bespoke napkins, from takeaways to table service.



Professionals at your disposal

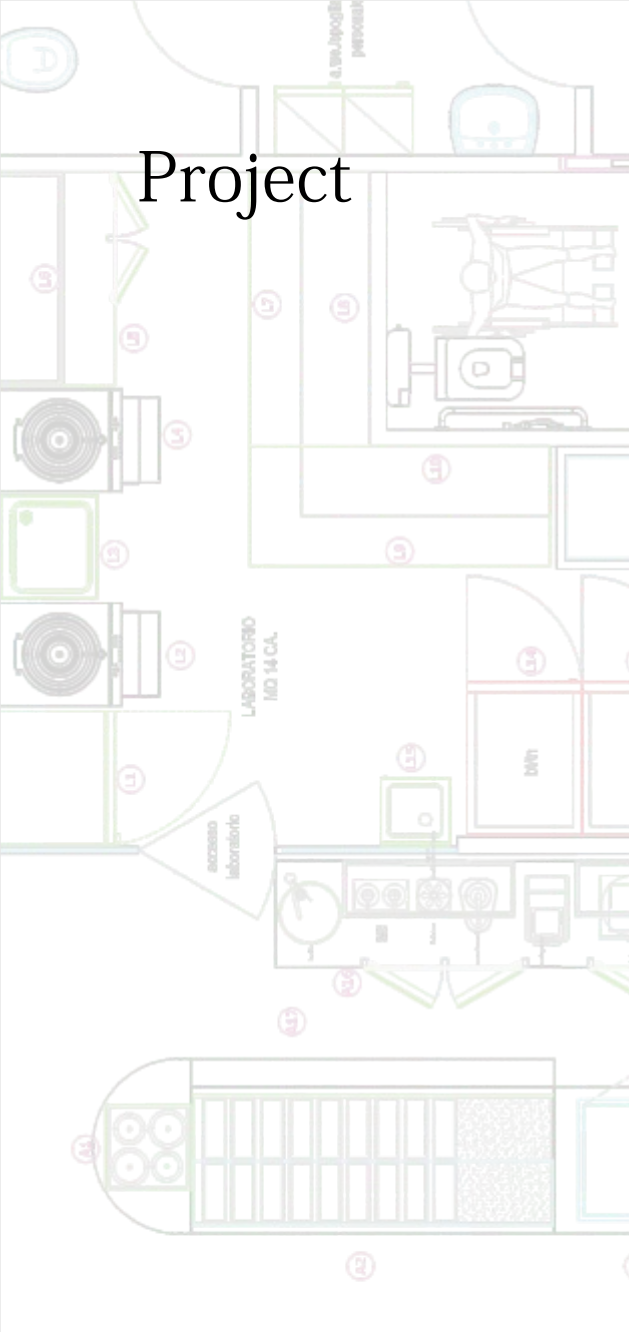
Industry professionals will assist you during all the opening stages and beyond. They will provide you with updates and tips on how to manage your parlour.



Marketing support for our affiliates

Our marketing department will support you during the parlour launch promotional activities.

Project



Small



Medium



Big



«Carretto»

The artisan gelato is the symbol of «made in Italy» and one of the businesses large profitable.

Gelato Sicily has created a line special with designed models to satisfy your needs.