



ANCIENT RECIPES FROM SICILIAN TRADITION

Gelato Sicily Franchising was conceived from the experience and passion of a group of entrepreneurs who have been working in the HO.RE.CA sector for many years. (Hotel, Restaurant, Catering), both in terms of distribution and production processes.

**Availing itself of internationally renowned professionals, (world champions in the ice cream parlour, pizzeria and latte art sectors) it has put in place a format that is extremely simple to manage but highly qualified and complex in its development, inspired by the values and the ancient recipes of Sicilian tradition.**

A marketing policy focused on the expression of taste and elegance which is encountered when tasting our products.

# THE ADVANTAGES OF OPENING A GELATO SICILY FRANCHISING

**A reliable product quality:**  
wherever our products are served, chemical-physical and organoleptic characteristics remain unchanged.

**First quality ingredients:**  
excellent Sicilian ingredients, no colourings, no preservatives and no hydrogenated fat, fresh fruit and 100% whole milk;

**Hygiene and safety:**  
product is never handled with other semi-finished products to avoid any risk of contamination;

**Simple preparation and reduced processing times;**

**Limited space requirements:**  
little storage space is needed for raw materials and equipment, a shop with a suitable workroom/storeroom is enough.

**Only one supplier**

**Economic savings on personnel costs:**  
depending on the amount and kind of professional skills required. Gelato can be made with no previous experience in the artisan ice cream sector.

**Area exclusiveness;**

**No waste:** 100% of the stored products are sold;





# 100% MADE IN ITALY



## **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 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.



Complete Project



Corner Project



Sicilian Carretto

**The investment.** One of our team experts will make a project for your shop, granting you the best price.

**The shop.** Gelato Sicily has a unique design, our team of architects will support you in order to create a modern, comfortable and functional shop, on a turnkey basis

**The training.** Get ready to manage your business. In addition to a 3/4 days training to instruct you how to prepare ice cream, we will support you to manage your shop, from window dressing to inventory management.

**Assistance.** Gelato Sicily will follow you step by step: a team of experts will support and help you at all stages (administration, budget development, purchase management, personnel management, marketing activities)

**The marketing.** We constantly invest resources to increase brand awareness and will assist you with advertising campaigns, events and ad hoc promotions for your shop

# OUR PRODUCTS



**Gelato** is one of Sicily's most proudest traditions, recognised and imitated worldwide. Our ice cream is characterised by the use of 100% natural and fresh raw materials. Complete liquid mixtures for Sicilian ice cream and granitas already pasteurised by artisan processes, blended and frozen (-18°C), then delivered in single flavour Bags in Box.

**Granitas**, Sicily's most famous product worldwide, is presented in its traditional form in our format. Sicilian Granita has and fears no rivals. The secret is not only in its ingredients, in the lemons grown in earth in the South or in the typical Sicilian brioche, but also in the passion of the people who realise them.

**Pastries**, our strength is based on tradition, quality and the authenticity of our products, which are the result of countless tests and evaluations by our most experienced masters and tasters. Some representative desserts of island: Cassata, is the queen of Italian pastry; Cannolo is the king; almond delight cake; martorana fruits... and much more.

**Yogurt**, cups of fruit accompanied by delicious natural or strawberry yogurt. Lots of decorations and the possibility of dipping it in a chocolate waterfall make our yogurt even more tasty! Our frozen yogurt is a superior quality product, with a delicate taste. You can garnish it with chopped fresh fruit, cream and fruit flavoured toppings, hot toppings thanks to the chocolate fountain and delicious and crunchy sweet grains.

**Gelato Stecco artisan products - Fruit:** gelato bars on a stick with a minimum of 50% fresh fruit inside.

**Gelato Stecco artisan products - Cream:** chocolate, white chocolate, coconut, caramel, pistachio and hazelnut. A soft creamy middle covered with a superior quality chocolate crisp coating. The only drawback... can be addicting!

**Fine Food**, our franchise offers a complete range of products, simple preparation and the selected ingredients, in line with the Italian gastronomic tradition and mainly characterized by the first dishes expressed both meat and fish. Pizzas, arancini and battered, bases for pizza and focaccia that allow you to quickly prepare delicious pans of different tastes, from traditional Margherita to more imaginative variations including stuffed. Traditional Sicilian arancini of different fillings and expressed battered crispy baked.



# The ancient art of roasting since 1870

*Our franchise also includes a coffee, in collaboration with Barbera, the oldest family roasters of Italy*

Caffè Barbera has been roasting and selling coffee since 1870: a tradition which has lasted well over a century, full of commitment and great passion which become a unique product to satisfy customers' needs, the fundamental philosophy of this company from Messina. Choosing the best coffee beans, particular care for quality and continual research and innovation are what have made Caffè Barbera one of the oldest coffee roasters in Italy, synonymous with excellence.



## Product Certifications

CSC: Barbera has been a member of CSC (Certified Speciality Coffee) for more than 15 years. CSC is an association born of the experience and passion of a group of Italian roasters with a single common purpose: that of promoting the culture of quality coffee.

CSC certificates, with rigorous controls which lead to sure, demonstrable quality standards, guarantee the supply chain from plantation to the final cup of coffee. The association has issued the Barbera company with a special counterfeit-proof stamp, placed on the packaging, for their certified special blends, as a guarantee of excellence.

“Pregiata” is a blend of coffee-beans selected from amongst the most prized in the world. The remarkable, high quality characteristics of this blend satisfy the requisites required by the “CSC” Association (Certified Speciality Coffee) to safeguard the product.

“Pregiata” has been created to prepare a full-bodied espresso, with an elegant, intense, rich aroma, with pleasant notes.

This is an extremely clean coffee, with a soft, persistent aftertaste. The crema has a fine texture, with an intense hazelnut colour.



[www.gelatosicily.it](http://www.gelatosicily.it)  
[www.sicilianofranchising.com](http://www.sicilianofranchising.com)