



BRAND STANDARD GUIDELINES

GELATO

CUPS

Our cups are available in three sizes:

Piccolo: 1 flavour (100g)

Medio: 1-2 flavours (140g)

Grande: 1-3 flavours (180g)

HOW DOES IT LOOK?



HOW DO YOU MAKE IT?

- . Take a cup and hold it by its bottom.
- . Prepare flavour/s of choice with the scoop spatula - scoop the gelato in a straight line from one side to another to soften it and make it ready to go in the cup.
- . Clear the spoon of gelato on the corner of the pan.
- . Scoop the gelato off the pan back on the spatula by creating a ball.
- . Slide gelato on one side of the cup, press the gelato gently to remove air bubbles from inside.
- . Offer customers a wafer: if they would like one, add it on top of the gelato.
- . Add the spoon and hand it to the customer with a smile.

TIPS & TRICKS:

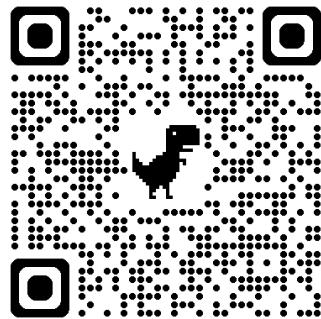
Children can have two flavours in a small cup.

Try to upsell the cup - offer the customer whipped cream.

PORTIONING WEIGHT GUIDELINE:

	Piccolo	Medio	Grande	Mega
Min	100g	120g	160g	200g
Max	120g	160g	200g	240g

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CONES

Our cones are available in two sizes + two varieties:

Piccolo: 1 flavour (100g)

Medio: 1-2 flavours (140g)

Choco Cone (with vanilla flakes): 1-2 flavours (140g)

Gluten Free Cone: 1-2 flavours (140g)

HOW DOES IT LOOK?



HOW DO YOU MAKE IT?

- . Take a tissue and wrap it around a cone.

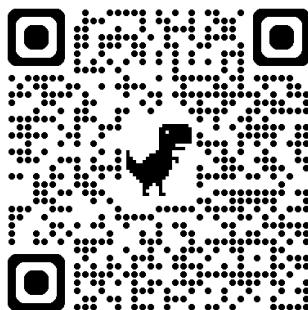
- . Prepare flavour/s of choice with the scoop spatula - scoop the gelato in a straight line from one side to another to soften it and make it ready to go in the cup.
- . Clear the spoon of gelato on the corner of the pan.
- . Scoop the gelato off the pan back on the spatula by creating a ball.
- . Slide gelato on the cone.
- . Hand it to the customer with a smile.

TIPS & TRICKS:

Children can have two flavours in a small cone.

Try to upsell the cone - offer the customer whipped cream or to go for the chocolate one.

SCAN THE QR CODE TO SEE THE PREP VIDEO



GELATO BOXES - TAKE ME HOME

Our gelato boxes are available in three sizes:

Piccolo: 1-3 flavours (500 ml)

Medio: 1-4 flavours (750ml)

Grande: 1-5 flavours (1000 ml)

Can travel straight to your freezer for up to 1 hour.

The thermal storage box has an autonomy of maximum 1 hour before the product needs to be stored again in the freezer.

HOW DOES IT LOOK?



HOW DO YOU MAKE IT?

- Take a box and hold it from the bottom.
- Prepare flavour/s of choice with the scoop spatula - scoop the gelato in a straight line from one side to another to soften it and make it ready to go in the cup.
- Push the gelato inside the box ensuring you don't leave any air bubbles.
- Cover the gelato with the right white sleeve protection film.
- Clean the edges of the box using the same blur roll paper removing the excess gelato.
- Put the lid and clean the box from any excess of gelato.
- Using Badiani tape, tape the seal where the box meets the lid
- Place the box in a bag and serve it to the customers

TIPS & TRICKS:

- Always push soft flavours first in the box
- Always clean the edges of the box before serving to customers
- Always try to upsell the bigger size box
- Always try to upsell with cones or a pack of 10 waffles
- Always scoop sorbet first to minimise contamination

COPPA GELATO

Three scoops of our amazing gelato are in a glass cup topped with whipped cream, a sauce of choice, a mini cone, and a Badiani wafer.

HOW DOES IT LOOK?



HOW DO YOU MAKE IT?

- Take a glass cup.
- With the round scooper, scoop three balls of gelato (of choice of the customer, which can be three different flavours).
- Top it off with whipped cream and a swirl of sauce (of choice of the customer).
- Add a mini cone and a Badiani Wafer.
- Serve with a steel spoon.

SCAN THE QR CODE TO SEE THE PREP VIDEO



GELATO TREATS

In our shops, we offer a wide range of gelato treats. We have gelato sticks - Pinguinos, gelato cookies, mono portions of semifreddo and cakes.

HOW DO YOU STORE IT?

- The display freezer - vertical vitrine, needs to be at least at -14 and free of ice at all times (that's why it's important to defrost the vertical vitrine once a week)
- Always try to maximise the space and display as many products as possible
- Always display the cakes on the higher shelf at an adult-eye level, cookies and Pinguinos on the lower shelf at a kids-eye level

SHELF LIFE:

Remember to always display the treats in FIFO (first in, first out).

Once displayed this is the shelf life of our gelato treats:

- **Cakes** 35 days
- **Pinguinos** 35 days
- **Mini semifreddo** 35 days
- **Mini cakes** 21 days
- **Mini cones** 21 days
- **Cookies** 14 days

TIPS & TRICKS:

- All items in the vetrine need to be put on display and served to customers wearing gloves
- Always remind the customers that our treats are made out of gelato so they need to be kept in the freezer
- The thermal storage box has an autonomy of a maximum of 1 hour before the product needs to be stored again in the freezer

GELATO DISPLAY

PREPARATION IN THE MORNING:

- In the morning, take a wet cloth and with hot water and the yellow sanitiser, clean the gelato vetrina from the gelato stains from the day before. If the vetrina is really messy you can use a sponge.
- Take the blue spray and blue roll and clean all metal surfaces - make them shine!
- Put the bars that hold the gelato pans in place and switch on the machine.
- Place the metal pans in position.
- Clean the sliding doors from any gelato stain, and place them in position.
- Once the machine reaches the temperature of -14/-15, place the gelato on display; always check the scampoli freezer first to see if the gelato from the day before can be utilised - if the pan is a scampolo (less than ¼ of the pan) then display a new one.
- Add the gelato spatulas for serving.
- Close the sliding doors and be ready to serve.

IMPORTANT:

All the spatulas used to clean up the gelato must be washed after any use and dry with blue roll paper before being used again on other flavours.

MAINTAINING THE VETRINA

- The vetrina needs to be switched off every night and deep cleaned once a week.
- Filters need to be cleaned once a week.
- If the store is not busy the sliding doors need to be in place to preserve the temperature of the gelato.

How to deep clean the vetrina:

1. Remove the bottom panels
2. Take a wet sponge and remove all gelato stains
3. Remove any nuts or crumbs inside the machine
4. With the sanitising spray and a clean cloth sanitise all surfaces
5. With blue spray and blue roll make all the surfaces shine
6. Replace the panels in position
7. Sanitise and shine all the bars and metal gelato pans
8. Deep clean all the label stands
9. Switch on the machine

SCAMPOLI

When a flavour has less than $\frac{1}{4}$ of gelato left in the pan, it is a scampolo and it must be replaced with a new pan.

Scampolo can be added a bit at a time to the new flavour of gelato.

How to add a Scampolo to the gelato

1. Take the gelato from the scampolo storage freezer
2. Take a small amount of gelato (the side of one scoop - approximately 100 g) and add it to the gelato pan in the vitrine
3. Repeat the action until you have filled up the pan - remember, the maximum of scampolo that can be added has to be no more than 5 to 7 cm
4. Take a spatula and level up the gelato added making it look like it wasn't added afterwards.