



YOUR SUCCESSFUL ICE CREAM SHOP?

Choose Menodiciotto!

**We take care of the ice cream,
you take care of the shop**

Menodiciotto
GELATI MADE IN ITALY WITH LOVE

RELY ON 30+ YEARS OF EXPERIENCE IN GELATO MAKING

*Join the MENODICIOTTO TEAM,
as many ice cream makers throughout
Italy have already done, means offering
to your customers a product of excellence,
reducing costs, and making your job easier
to manage and more enjoyable.*

Our products are special, just like our history!

We started in the kitchen of a two-starred Michelin restaurant with the goal of creating high-quality desserts with sophisticated flavors. We did it by successfully turning a small artisanal ice-cream parlor into a larger state-of-the-art plant and by building a **unique know-how without compromising on quality.**



If you are fed up with:

- Paying big bills

- Machines that break and require continuous maintenance

- Having to manage the ice cream maker's holidays

- Not being able to leave our shop

- Not being totally satisfied with the quality of some of the flavors

- Not having the time to take care of your customers

- To be subject to the controls of the health authorities as a producer

- Give you back pain to weight the ingredients

By choosing us as a supplier, you can count on:



GREATER **SIMPLICITY** IN MANAGING YOUR WORK



EXCELLENT ICE CREAM **QUALITY** GUARANTEED ON ALL FLAVORS



REDUCTION OF PRODUCTION COSTS



A TEAM OF **EXPERTS** ALWAYS AT YOUR SIDE

MENODICIOTTO IS THE RIGHT SOLUTION FOR YOU!

WHO WE ARE?

We are an innovative company that has been producing quality gelati and sorbets for more than 30 years.

We are a unique ice cream manufacturer, in fact our philosophy is to provide an already creamed ice cream, ready to be served, because only in this way we can offer a product of excellence made with raw materials selected at the origin.

We are a company made of real people, specialized in creating creamy and delicious ice cream at an advantageous price thanks to the experience and specialization that sets us apart.

Our name means “minus 18”, because the only preservative we use for our ice cream is cold temperature.

Who's Menodiciotto for?

- FOR THOSE WHO ALREADY OWN AN ESTABLISHED ICE CREAM SHOP
- FOR ICE CREAM SHOPS THAT WANT TO OPTIMIZE COSTS WHILE OFFERING A PRODUCT OF EXCELLENCE
- FOR THOSE WHO WANT A TEAM OF EXPERTS ALWAYS AT THEIR SIDE
- FOR THOSE WHO WANT TO SHARE THE LOVE FOR A SPECIAL ICE CREAM, MADE WITH ART, PASSION AND EXPERTISE

What will change?



YOU WILL HAVE AN ICE CREAM OF EXTREME **QUALITY** WITHOUT THE NEED FOR A PRODUCTION LAB



A RELIABLE PARTNER THAT WILL TAKE CARE OF PRODUCT SAFETY FOR YOU



MORE SPACE, YOU CAN CONVERT YOUR LAB INTO A SIMPLE STORAGE OR USE IT ALSO FOR THE CREATION OF CAKES, PARFAITS

“Should I give up my brand?”

Absolutely not, we are not a franchising!

You can freely choose whether to become a Menodiciotto ice cream shop or sell our ice cream while keeping your original brand.

Menodiciotto will be your laboratory guaranteeing you the best gelato possible, while you can dedicate yourself to your clientele.

By becoming our partner you will have:

PROFITABILITY

Thanks to our unique and advantageous **quality/price** ratio, the result of 35 years of experience and economies of scale

SAFETY AND SIMPLICITY

Less worries and permission approvals

RELIABILITY AND EXPERIENCE

A team of experts, always by your side

NO ROYALTIES/NO FEE

MORE TIME FOR SALES & MARKETING

more time to dedicate to your clientele

- **QUALITY**

*Excellent ice cream
More than 40 flavors*

- **PRICE**

Specialization and economies of scale, fine-tuned in years of experience, allow us to be very competitive, without compromising the quality

- **LOW COSTS**

Less staff, less utilities costs and zero production waste



PROFITABILITY

Thanks to the quality and price resulting from our know-how

You will have a finished product of extreme quality with an unbeatable quality/price ratio, difficult to obtain otherwise.

Our secret?

Ongoing research and experimentation: making good gelato and sorbet is an activity that you cannot improvise, but rather that you learn and improve over time. The assurance of the best raw materials directly selected at the source and used as they are.



THE MILK

OUR GELATI ARE MADE WITH THE MILK FROM OUR DAIRY COW FARM



THE EGGS

FOR OUR GELATI WE USE ONLY EGGS FROM FREE-RANGE HENS



FRUIT

ONLY FRESH SEASONAL FRUIT TO GUARANTEE THE BEST GELATI AND SORBETS. AT MINUS18 FOR THE WHOLE YEAR

*What you need,
nothing more,
nothing less.*

**No preservatives, no artificial flavors,
only the strictly necessary and carefully
selected emulsifiers - which in our
recipes are minimized, thanks to our deep
knowledge of their properties.**



- **UNBEATABLE QUALITY/PRICE RATIO**

thanks to our unique know-how, to the dedicated production able to minimize waste, and to the selection of raw materials at the source

- **GELATI AND SORBETS**

that once brought to the serving temperature, they are creamy and tasty as freshly made

- **ARTISANAL**

does not mean made on the spot but made with art!

- **WIDE VARIETY OF FLAVORS**

more than 40: from the most classic creams, to sorbets without milk and fats, to limited edition flavors
- one more delicious than the other...

- **ONGOING EXPERIMENTATION**

of raw materials, recipes and cutting-edge production techniques

SAFETY AND RELIABILITY

Thanks to the security of having a serious company by your side, made of competent people who will take care of product safety for you

- Guaranteed compliance with all the applicable safety, health and food labeling regulations
- **Ingredients and allergens lists** which are always available, complete, clear, updated and compliant with all applicable laws and regulations.
Food safety ensured through our Quality Control & Management systems. This allows us to supply **gluten-free, vegetarian & vegan** and **Kosher-certified** gelati and sorbets with a very low risk of cross-contamination



- Consistent high quality and readily available support – Stop worrying about equipment maintenance and repairs, production staff time off and sick leave, etc. and reduce your water and electricity consumption!

- **Delivery on site and continuous supply guarantee**
- **No annual minimum sale target**

MORE TIME TO FOCUS ON YOUR CUSTOMERS

More time to build and grow strong customer relationships by presenting product features and quality to customers, inviting customers to taste new flavor and suggesting the best pairing.

More time and care devoted to your ice cream parlor: product display and embellishment of the shop.



ADD YOUR PERSONAL TOUCH

*when setting up your gelato showcase
and preserve the uniqueness of your business*

For example, you can:

- **display only the quantity of product to be sold daily** (thus protecting the remaining product from unnecessary temperature shocks)
- re-blend some or all flavors on site (to soften them more quickly or to improve the showcase appearance)
- mix two or more flavors together, or add a sauce to create a variegated gelato flavor
- devote more time and space to the preparation of cakes, semifreddos and ice cream sushi!

The use of the **Menodiciotto** trademark is discretionary.

Today Menodiciotto boasts approximately **50 branded and unbranded ice cream parlors**, all using our products and sharing our passion for good gelato! We don't franchise!

The first ice cream parlor of the Menodiciotto network opened its doors in Turin in 1986.

WHAT DO YOU USE?

The “pozzetto” tubs

You can't see the ice cream, but you can taste the goodness!

- Pozzetto' containers hiding gelati and sorbets, allow to keep them at the appropriate temperature, while preserving their organoleptic characteristics - included their amazing **taste**
- Quick and easy product **management**, as less time and experience are required to display the gelato
- Less **storage space** and defrosting needs: more **time and money** saved
- Higher standards of **cleanliness** and hygiene
- Suitable also for scooping **granite** - no need to buy expensive and unattractive machine for your granita!



The trays

The eye also wants its part!

- They allow to beautifully **present** our gelato in your showcases, **appealing** to customers and encouraging them to buy
- Our convenient single-use ice cream containers — specifically designed to look like stainless steel — can be displayed in your showcase and are available in **different formats** to best suit all your needs
- **Faster service**: reduced wait times in case of long lines



DO YOU KNOW HOW EXPENSIVE IT TO MAKE YOUR ICE CREAM ON SITE?

You should take into account many different factors, including:

RENT

of the space needed for production

COST OF RAW INGREDIENTS

COST OF THE FOOD PROCESSING WASTE

DEPRECIATION, MAINTENANCE AND REPAIR COSTS

related to systems, facilities and equipment

TIME AND COMMITMENT

spent to purchase raw materials and to comply with HACCP regulations (ingredients, allergen management, etc...), Instead of promoting your shop

PRODUCTION PERSONNEL COSTS

even if the ice cream production is carried out by the business owner, as it takes time away from sales and customer relations tasks

RISKS/HAZARDS AND RESPONSIBILITIES

concerns about workplace risks/hazards and responsibilities related to food safety

ELECTRICITY, WATER & GAS

consumption related to production

Based on our experience, the estimated average cost of producing ice cream – for a business with an annual production of 10,000 kg – is around 7,1 €/KG.

AVERAGE COST

7,1€/kg

**WE ARE A
COMPANY
MADE OF REAL
PEOPLE, WITH
A SOUL**

CONTACT US

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