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# **OUR SECRET - YOUR SUCCESS**

GIOVANNI L. CAFÉ | SHOP IN SHOP | CATERING-GELATO

## Giovanni L'.















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Cherry Choc with oblacinska cherries and

**OUR** 

## **VEGAN**



**FRUITSORBETS** 

Without artificial flavours, aromas, colourings and preservatives



**OUR** 

# **VEGAN**





### **OUR**

# **CLASSIC**

### FLAVOURS =

The Classic varieties are year-round favourites that are matured to perfection in terms of both taste and texture and are produced according to traditional recipes.



**Woodruff-Lime** fruity and fresh



Kinder white cocolate with a nut-chocolate sauce







Hazelnut made from roasted hazelnuts



**Yoghurt Cherry** Gelato with natural yoghurt and chocolate cookie crunch



Stracciatella with cocolate of Ecuadorian origin







**Choco VIC** Very Intensive Chocolate



Belgian Milk Chocolate with crunchy chocolate chips

HALAL)



**Cookie Dough** with chocolate chips



HALAL)



Dulce de Leche Argentinian speciality made from milk caramel



Eggnog Stracciatella with dark chocolate from Ecuador



**Spanish Cream** Gelato with 47 % cream





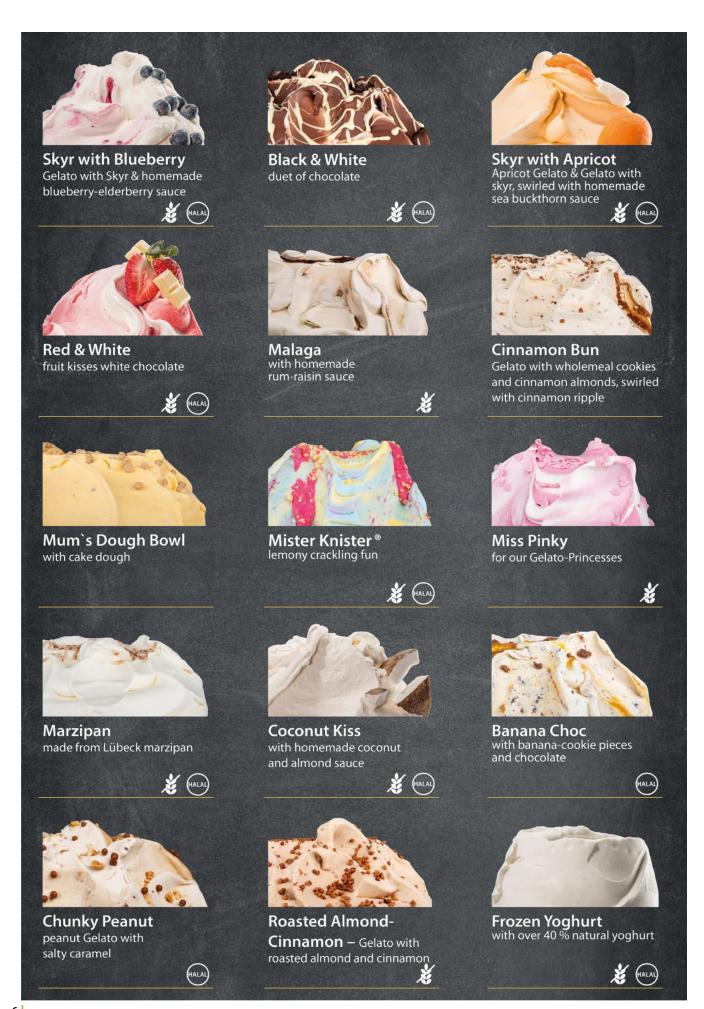
**Walnut Caramel** Gelato with caramelised nut pieces



Apple Crumble with light pastry pieces



**Cookies & Cream** cookie meets delicate milk cream



### **OUR**

# **ROYALE**

### FLAVOURS \_\_

Royale varieties are made from exclusive ingredients and with particularly elaborate recipes. With these varieties you can offer your customers exeptional flavour experiences, time and time again.



with styrian pumpkin seed oil, PGI

and caramelised pumpkin seeds



**Blueberry Muffin** American classic flavour as gelato

our world cup gelato,

with origin sicilian pistachio







HALAL)

**Mozart Praline** 

the famous praline

Sicilian Pistachio Verde



Lemon Cheesecake American cake classic



Salted Toffee Crunch caramelly delight with fine biscuit pieces



**Royal Mint** three kinds of mint with a hint of chocolate

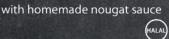




**Bee Sting Cake** with caramelized almond flakes, pieces of cake and honeyalmond cream







HALAL

GIOVANNI L.

# **FACTS**

We wish you many satisfied guests, great sales and incremental profit for your business.

Yours







2.000.000

LITERS OF GELATO PRODUCED ANNUALLY





500 SALES OUTLETS LARGE AND SMALL WORLDWIDE



100 FABULOUS TASTE



TRADITION SINCE

1961



50 FLAVOURS IN STOCK IN VARIOUS SIZES





### GIOVANNI L. SIGNIFICANT ESSENTIALS

### **GOOD FRESH AIR:**

Fresh sea and mountain air is certainly great, and GELATO requires an exactly calculated amount of air for the perfect melting point and creaminess.

But air has no taste at all and doesn't enhance the flavour experience on the palate. This is why, for a satisfying taste, we use less air in our GELATO than other manufacturers.

### The average addition of air compared to our competitors:

	GELATO producer1	GELATO producer 2	GELATO producer 3	GELATO producer 4	Giovanni L.
Air impa	t 102,10 %	103,43 %	98,51 %	74,13% %	38,5 %

### SUSTAINABILITY?

There are many ways to stand out from our competitors. But we believe that quality is the most notable one.

An intense taste experience can only be achieved by adding more of the best ingredients, in their purest form.

Our GELATO has always a little bit more of the best:

### Comparison of ingredients:

	GELATO producer1	GELATO producer 2	GELATO producer 3	Giovanni L.
Hazelnut-	4,0 %	3,5 %	-	9,2 %
GELATO	Hazelnut	Hazelnut		Hazelnut
Pistachio-	5,0 %	-	6,3 %	10,0 %
GELATO	Pistachio		Pistachio	Sicilian Pistachio
Strawberry-	41,0 %	-	35,6 %	51,8 %
GELATO	Strawberry		Strawberry	pure fruits

Set your current brand of GELATO on a scale and compare

### WHAT DO YOU BUY AT GIOVANNI L.?

A GELATO with an average air content of just 38.5%. This means that, depending on the variety, you get 2–4 times the amount of high-quality, flavour-giving ingredients compared to GELATO from other manufacturers.





Our mountain GELATO is available in easily stackable cartons for optimum storage. The trays are completely airtight.

Shelf life of 24 months

Pallet dimensions: 1200 x 800 x 1810mm Gross weight: 63 pc. x 9L : 432 kg Gross weight: 126 pc. x 3,5L : 350 kg



Each mountain GELATO is **pre-decorated** from the factory with its matching sauce and /or sprinkle.

### Your advantage:

- reduce worktime and labour cost
- an opulent display case is guaranteed
- finish of with fruit, chocolate ornaments and fresh mint on site, turns it into a Giovanni L. display case that captivates potential customers and encourages them to buy.

The taste and the quality of the GELATO will turn your guests into regular customers.







The resealable 2.5 and 5-liter boxes are hygienic, stackable and have a shelf life of 36 months. They are ideally suited for the preparation of GELATO sundaes. Due to their standard size, they fit into any gastro display case.

2.5 lite

Pallet dimensions: 1200 x 800 x 1280 mm Gross weight: 153 pc. x 5L : 566 kg Gross weight: 306 pc. x 2,5L : 581 kg





WHAT MAKES **OUR GELATO SO SPECIAL?** 

PELLWORM





**REGIONALITY** 

OSTERHUSUME! MEIERE! We use exclusively grasing milk from North Friesland for more animal welfare

**OUR DAVRY PRODUCTS** ORIGINATE HERE







Since always fresh milk from Schleswig-Holstein

GRAZING COWS

### Regionality & exquisite ingredients

**Preferably fresh from the region.** This is our expertise when choosing our ingredients. For example, our marzipan and nougat are originally from Lübeck, our milk comes from local farmers and our sugar comes directly from Germany. However, as mangos and lemons are not known to grow here and pistachios originate from further south, we are constantly on the lookout for the best ingredients in the countries of origin. For our stracciatella GELATO, for example, we only use melt-inthe-mouth chocolate from Ecuador, while our pistachios and lemon juice come directly from Sicily. We want to know where our ingredients come from and we understand you want this also.



exclusively fresh yogurt curd cheese Skyr



Not the usual: X thickened milk

- **X** milk powder
- X industrial milk
- X UHT milk





### No ready-to-use mixtures and pastes

Unlike most GELATO manufacturers, Giovanni L. GELATO is made exclusively from raw materials in the Kiel manufactory. We do not use industrial mixes, but create each flavour individually from raw materials that pass our high quality tests. This means we always know what is in our GELATO in every last detail. Try the flavours with your eyes closed. You will be surprised how many varieties you will recognise.



### Homemade sauces

What do you smell when you smell a strawberry or raspberry? Exactly, the pure fruit, the intense flavour and the unmistakable sweetness. Nothing else can be found in our homemade fruit purees and sauces.



Our milk contains the sea! Together with Nordsee Milch eG, we stand for

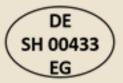
freshness, regionality and animal welfare. For our GELATO our milk comes from grazing cows. Species-appropriate animal husbandry, GMO-free feed and sufficient grazing are our top priorities. This results in the unique flavour of our delicious GELATO de Luxe.



pure nut pulp pure fruit purce













- 💢 ready-to-use mixtures
- preservatives
  artificial color
- artificial colours
- additional flavours in our fruit sorbets



All the raw materials that go into our GELATO, to make it what it is, are free from any colourings or preservatives. The naturalness of the GELATO is what the

### **HALAL-Certification**

More than 40 varieties and 4 fruit sauces have been Halal certified by Halal Quality Control (HQC for short) in a complex process.



consumer can taste!

✓in-house development

( put us to the test!

unique taste

### Innovation and uniqueness

The in-house Giovanni L. innovation department is constantly developing new, unrivalled creations.

A Giovanni L. GELATO never tastes like the GELATO next door. Recipes and ingredients are completely our own creations and do not come from the catalogue of the industrial supplier.

### Vegan

Our vegan GELATO creations are completely without any dairy products and, of course, like all other varieties, without any colourings or preservatives. All vegan fruit sorbets taste like fruit, even without flavourings - just as they should.



**ECOLOGICAL** 

"Green energie" only!

electric vehicle fleet



own solar power THAT IS, WHAT MAKES **OUR GELATO SO SPECIAL!** AND THAT'S WHAT YOU CAN TASTE...



## **OUR PROMISING PRODUCTS**















# GIOVANNI L. CAFÉ

WE PROVIDE THE QUALITY PRODUCT, YOU CAN ENJOY YOUR SUCCESS

After years of experience with GELATO de Luxe and its diversified location portfolio, Giovanni L. has developed an extensive expertise in the construction and operation of GELATO cafés and parlours. We are knowlagable about your initial investment the right margin for food cost and certainly the profit achievable.

Giovanni L. provides every partner with all there is to execute the perfect concept.

From premium GELATO cabinets, counter technology, and all consumable and decorative materials we provide you with the source to excell. Giovanni L.'s partners receive guidance from our headquarters where the competence of the producers meets the experience of the system restaurateurs. Giovanni L. shares all its knowledge with its partners.

# YOUR SELF EMPLOYMENT WITH GIOVANNI L.

YOU LOVE GELATO? ARE YOU ONLY SATISFIED WITH THE BEST OF QUALITY, FRESHNESS AND TASTE? WOULD YOU LIKE TO BE INDEPENDENT AND AT THE SAME TIME ABLE TO RELY ON A WELL-KNOWN BRAND?

## OF COURSE, WE ALSO EXPECT SOMETHING FROM YOU:

- a high level of self-motivation and desire for success
- · entrepreneurship and team spirit
- experience in employee leadership
- · gastronomic knowledge
- enjoyment of social interaction
- · business knowledge
- the sense of responsibility
- sufficient funds



### LOCATION REQUIREMENTS

We would like to support you in choosing your perfect location. Therefore we are always looking for suitable properties, preferably in high-traffic areas.

### **GELATOCAFE**

	shopping center	urban location
space	100-250 m <sup>2</sup>	100–250 m², ground level
storage area	20-50 m <sup>2</sup>	-
additional seating area	mall area	terrace
preferred location	-	oriented to the southwest
shop front (latitude)	min. 5 meters	min. 5 meters

### **EXPRESS** (TO-GO)

	shopping center	urban location
space	10−30 m²	20-30 m <sup>2</sup>
storage area	approx. 10 m <sup>2</sup>	approx. 10 m <sup>2</sup>
preferred location	main entrance   escalator   central position	pedestrian zone   downtown   high-frequent area
shop front (latitude)	min. 4 meters	min. 5 meters

These specifications are to be considered as guidelines only.



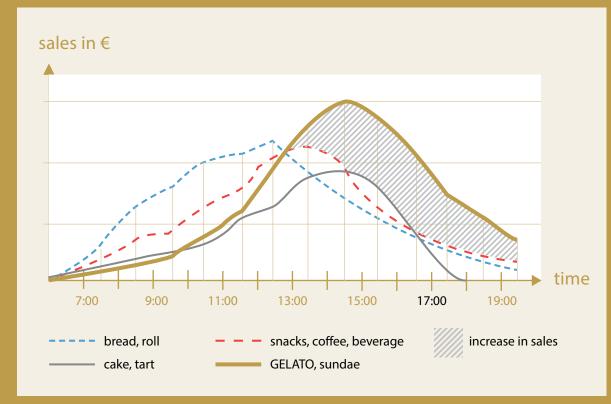
# SHOP IN SHOP

GIOVANNI L. HELPS PREVENT THE SUMMER SALES DROP

### "INCREASING SALES IS THAT EASY!"

Whether it's a bakery, café, pastry shop or restaurant - the Giovanni L. Shop in Shop concept easily fits in anywhere and increases your sales on slow-selling days. The most important fact is the additional profit with unchanged overhead, operating costs etc. In comparison to the small space requirement of the Giovanni L. concept, there is no bakery product that yields such high returns from such a small area.

# SALES DEVELOPMENT OF PRODUCT GROUP (BAKERY)





- increase in sales
- labour cost optimisation
- public relations value / image boost
- setting you appart from your competition
- cross-selling of core product range and GELATO
- punctual delivery by reliable logistic partners
- competent support in planning, organisation and set-up

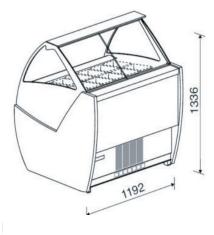
# A CONCEPT WHICH ALWAYS FITS

### THREE INDIVIDUAL SHOP SIZES

All concepts can be individually adapted to your conditions and your sales area. We would be happy to work with you to create your individual SHOP IN SHOP concept.

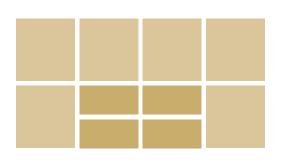


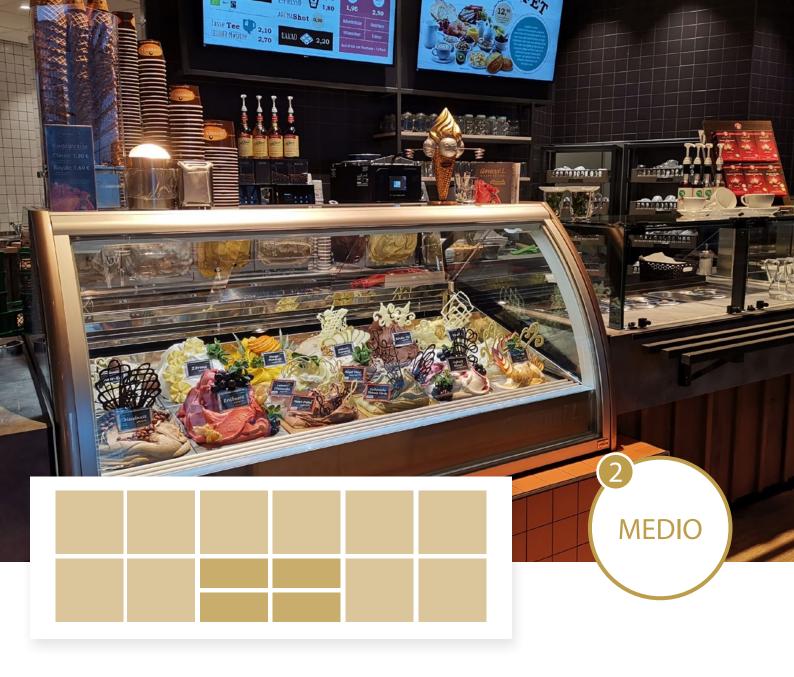




## EXAMPLE OF A SHOWCASE 8-12 FLAVOURS

- 4-8 x Classic-Flavours (9 liter)
  - 4-8 x Royale-Flavours | Special-Flavours (3.5 liter)



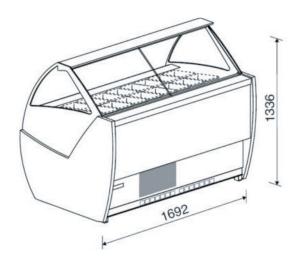


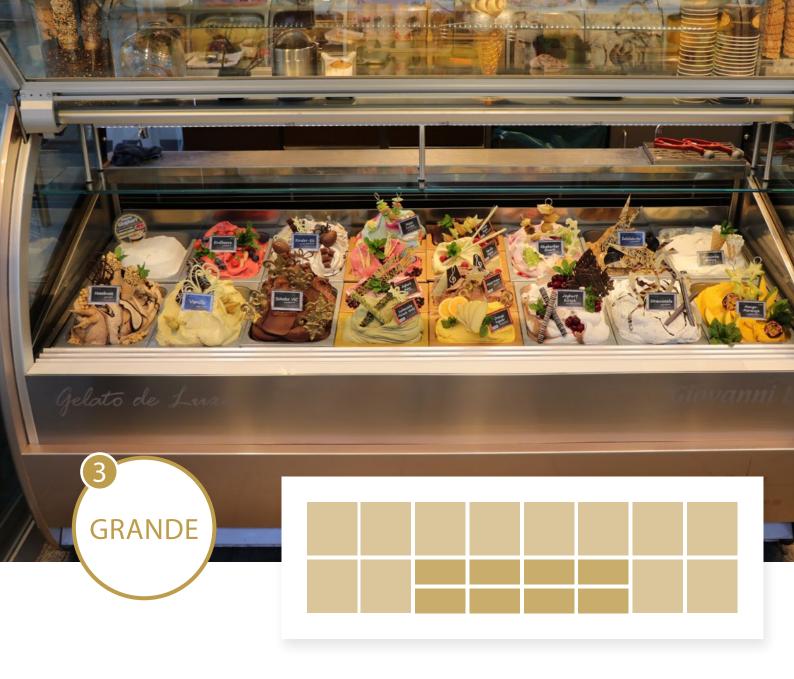
## **EXAMPLE OF A SHOWCASE**

12-16 FLAVOURS

- 8-12 x Classic-Flavours (9 liter)
- 4-8 x Royale-Flavours | Special-Flavours (3.5 liter)





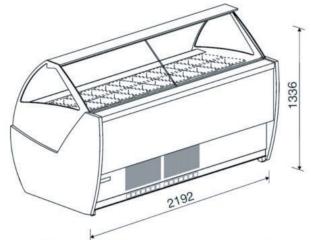


### **EXAMPLE OF A SHOWCASE**

16-20 FLAVOURS

- 12-16 x Classic-Flavours (9 liter)
- 4-8 x Royale-Flavours | Special-Flavours (3.5 liter)







# CARTERING-GELATO

FROM RESTAURATEURS FOR RESTAURATEURS

# HIGH QUALITY AT A FAIR PRICE FOR EVERYONE!

#### WHAT DO YOU GET?

First of all, our GELATO, with the same high quality that has made our cafés and parlours so successful. A GELATO that always contains a little more of the very best ingredients.

We extend discounts and favourable terms to our resellers. So we calculate GELATO cabinets, premium glassware and additional equipment very closely. This makes it easier for you to release the whole value chain to your business. A GELATO is always extra, an additional profit margin.

Have you ever counted the losses of leftovers or spoiled desserts like cakes, creams and tarts? A GELATO sundae can be prepared from any staff member trained on the job. You will always have enough GELATO in stock to survive a high-traffic sunny day. It couldn't be easier to make your customers a little happier.







## WHAT ELSE DO WE DO FOR YOU?

As we are restaurateurs, experienced in the world of hotels and restaurants, we have been running restaurants for years and years and now we run our own Giovanni L. cafés and GELATO parlours.

### **EVERYBODY LOVES GELATO!**

Service staff will get compliments all the time (and tips), when GELATO creations are served as a highlight at the end of a menu or just as a little afternoon reward on the terrace.

Customers will remember and may choose your place again, because of Giovanni L. GELATO de Luxe.

# THE MENUS

# FIND THE MENU THAT PERFECTLY SUITS YOUR BUSINESS!

We offer menu templates in different sizes, with all types of crockery and with the scope you need.

There are two seasonal menus (spring / summer | autumn / winter)

We will advise you individually and find a selection that is perfect for you.



The most suitable menue must do more than simply convey information. It must be appetising in every aspect. High-quality images, a creative graphic realisation, a quick overview, a practical format and a tactile experience – all this has an appeal that inspires every guest. Using our experience and your wishes and requirements, we create a customised GELATO menu in a joint-creative-process that blends flawlessly into your offering with a sophisticated design.







The photos can be selected depending on the crockery chosen.

Waffle trays | Golden crockery | Preserving-Jar



# BENEFIT FROM OUR THREE TRAINING PROGRAMMES

In a cooperation with you we want to see eye to eye. With the experience through our own cafés and various food outlets in the past we understand the language, daily concerns, processes of various types of business' and any problems your team may face. After jointly agreeing on the right programme for your type of business, we offer three options of training:

### **ONLINE TRAINING**

Free of charge from our digital training studio

### **BUSINESS PORTAL**

Free access to our business portal

### **COACHING ON SITE**

A paid visit to your company by our professional coaches

# We offer you free online training with a professional coach!

- · Appointments can be arranged individually
- · Connecting via Microsoft-Teams
- Questions are answered and topics are discussed together
- You determine the training content
- Several partners can join in at the same time

### YOUR ADVANTAGES

- No costs for the training
- No travelling and accommodation costs
- No daily wages for your employees

### "WELCOME TO OUR DIGITAL TRAINING CAFÉ"

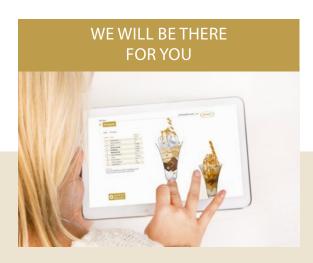






### WE WILL BE THERE FOR YOU

### OUR COOPERATION PARTNERS ENJOY OUR FULL EXPERIENCE



- Video-based Training Material serveral lessons in German and English
- Online Training Courses from our digital training studio via Microsoft-Teams
- Coaching & Workshops various offers can be booked on request
- Assistance for the initial order and equipment
- Consulting to select the extensive and high-quality accessories (such as dry goods, untensils, crockery)
- Sundae & Decoration Instructions detailed instructions including quantities, supported by additional videos

# INFORM YOURSELF AT ANY TIME THROUGH OUR BUSINESS PORTAL



- News find out about new GELATO flavours, trends and product developments
- Print Data to download for various advertising materials
- New Employees
   our training videos and subsequent
   knowledge tests simplify familiarisation
- Useful Forms
   your company will benefit from our
   hygiene instructions, HACCP protocols, cup
   instructions and much more
- Sundae Instructions
   each sundae is explained by means of a
   cross-sectional drawing, a final picture,
   a precise recipe including quantities and an
   instruction video





# THE WATCHFUL EYES FOR ... OUR HIGH QUALITY **STANDARDS**

Our mission is to offer the best GELATO with the highest specifications and the drive to continuously improve our foundation of quality.

This requires not only first-class ingredients, but also quality control that encompasses all areas of our company. In order to ensure consistently outstanding quality, our quality management team carries out regular process controls and audits from the selection of ingredients and suppliers to the receipt of raw materials, production and release of the final product.

Our most important quality criteria of flavour, appearance, consistency and product safety are of paramount importance to us. To guarantee this, Giovanni L. operates Our quality management monitors the entire production process. mandatory requirements for all employees.



hygiene swab on the **GELATO** machine

a HACCP system\*. Hygiene, cleanliness and tidiness are In addition to our own checks to ensure personnal and operational hygiene as well as sensory tests for flavour deviations, daily microbiological tests of our GELATO for all relevant germs are carried out in an independent, external laboratory

planton



permitted to deliver GELATO in larger quantities, into the whole world.



For our entire range, we provide you with specifications, including food law information such as the name of the food, list of ingredients, allergen labelling, nutritional value table, etc. You can also download these from our business portal at any time.

\*Hazard Analysis Critical Control Point



...CAREFUL AND VIGILANT
CONTROLS AS WELL AS
THE CONSTANT ATTENTION
OF ALL EMPLOYEES
THROUGHOUT THE ENTIRE
PRODUCTION PROCESS
MAKE OUTSTANDING
QUALITY POSSIBLE IN THE
FIRST PLACE.

WHAT DOES

### **VEGAN**

MEAN FOR QUALITY CONTROL

Quality management in the production of vegan GELATO flavours requires precision and care. It means the safe selection of plant-based ingredients, strict hygiene standards and clear separation of vegan and non-vegan products. Monitoring and adherence to quality standards is essential to fulfil the expectations of our vegan customers while offering a delicious, ethically responsible vegan GELATO.



WHAT DOES

### HALAL

MEAN FOR QUALITY CONTROL

The majority of our GELATO flavours and fruit sauces are halal-certified. They are categorised as 'halal' ('permitted') according to Islamic dietary regulations. Special attention is paid to the raw materials and the production process. For example, we do not use intoxicating alcohol or gelatine in our halalcertified products and only use emulsifiers of vegetable origin. In order to guarantee the halal specifications, our quality management team carries out regular audits of the entire supply chain and the manufacturing process, from the raw material to the final product.

Our products and the manufacturing process are certified by an internationally recognised halal certification organisation, Halal Quality Control (HQC), after appropriate checks have been carried out, assuring customers the certified products are 'halal'.

Our halal certificate gives you an overview of our halal-certified range:



As European food labelling only provides limited information on halal nutrition when shopping, we label our halal-certified GELATO varieties and fruit sauces on a voluntary basis.



# OUR Partners





































































## Giovanni L<sup>°</sup>.

















If we got your attention, then we look forward to your response:

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