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BABBI

PICCOLI PIACERI QUOTIDIANI

1952

OPENING AN
• ARTISAN GELATO SHOP •

BABBI reveals all the secrets to success

Artisan Gelato **IN THE WORLD**

The banner of *Made in Italy* products throughout the world, **Artisan Gelato** is one of the best loved foods throughout the world and one of the most successful business ideas outside the confines of our Country.

There are approximately 150,000 workers in Gelato Shop business in Italy alone, and about 200,000 throughout the world: there are many opportunities for success to be seized immediately.

GELATO LOVERS

Here is an overview of “Gelato Lovers” throughout the world:



• FIRST STEPS •



First Steps: **THE INVESTMENT**

To open a gelato shop it is necessary to consider various cost sources that could have an important influence on the bottom line of your investment:

Purchase / Rent of premises

Health certificates

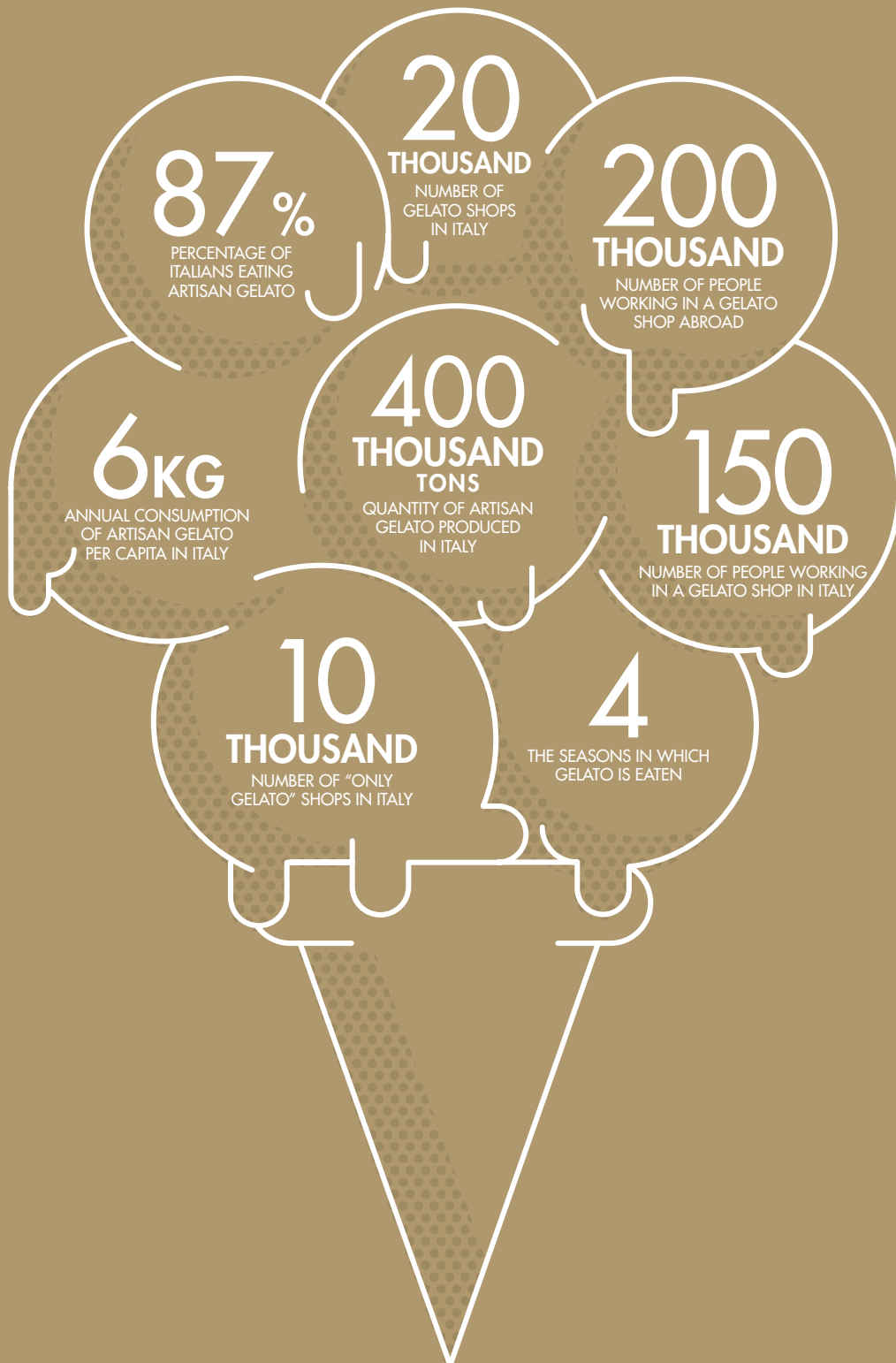
Machinery

Raw materials

Training

It is essential to draw up a **business plan** to manage all the expenses in the best possible way and not to have last minute surprises.

Numbers relating to ARTISAN GELATO



First Steps: **LOCATION**



Is it better to open a gelato shop
in the city or in the country?

At the sea or in the mountains?

In the historical centre
or in a shopping centre?

There are no correct answers; everything depends on your business idea. What questions must you ask in order to understand which position is the most strategic for your business?

First Steps: LOCATION



Which area of the public do you want to target:
children and parents? Tourists? Saturday night
young people?

What type of offer do you wish to give your clients:
takeaway gelato? Gelato in cups to be eaten at the table?
Do you also wish to offer a coffee bar service?

**Are there already other Gelato shops in the area
in which you want to establish your business?**
If so, can you offer a service and format that
will allow you to attract the right clientele?

First Steps: **LOCATION**



What opening times do you wish to have:
the whole day? only the evening?

When do you wish to keep the business closed:
during the autumn/winter season or do you stay
open the whole year?

Once you have the answers to these questions
it will be possible to find the **right solution**
for your new Gelato shop!

First Steps: **THE FORMAT**

the world of Artisan Gelato is continuously expanding and the market offers various different business solutions, not all “Artisan” products.

Each type of business is different and you must be aware of the differences between each:

Takeaway Gelato

business is concentrated in the evenings and at weekends

Gelato shop in shopping centre

open throughout the day and every day

Kiosk on the beach

seasonal business

Bar – Gelato shop

offers gelato, but also service to the tables and coffee bar service

Chain of Gelato shops

the operator sells the gelato but does not produce it (there is no Artisan element!)

• TRAINING •



Training: **YOU BECOME A GELATO MAKER!**



Behind a tub of Gelato or a semifreddo cake there is the perfect balance of raw materials and ingredients, and advanced food industry techniques.

The bases for learning how to make great gelato are learnt through experience and /or specific training courses.

Babbi Gelato Academy organizes about **15 courses each year in Gelato and Pastry-making** for those approaching the world of gelato for the first time, and for those wishing to obtain in-depth knowledge and increase the offer in their gelato shops.

Training: **YOU BECOME A GELATO MAKER!**



During the courses – which always include a theory and practical aspect – Babbi also focuses on the Management of the Sales Point to help the new gelato maker to organise his/her business in the best way possible, the staff working with him/her, and to assist in drawing up a business plan.

Babbi also supports the new Gelato makers offering on site assistance during the opening phase or in case of need through the network of master gelato makers and experienced technicians.

Training: **YOU CAN BE A BETTER GELATO MAKER!**



Even after years of experience, a gelato maker needs to update what his/her gelato shop offers and be in line with market trends, which change continuously.

BABBI offers group courses in **Specialised Gelato making** but also one-to-one solutions in the case where it is necessary to work on improving recipes or solving problems concerning production.

www.babbigelatoacademy.it

• PARTNERSHIP BABBI •



Why choose BABBI AS A PARTNER IN YOUR NEW BUSINESS

It has been the world leader in ingredients
for Artisan Gelato since 1952

It offers assistance at all levels: in the company,
in situ, on a one-to-one basis

It is available in over 70 countries throughout
the world and can offer support through specialised
area managers

It produces ingredients for Gelato, Wafer Cones
and Waffles directly in the factory, internally handling
the selection and working of raw materials,
giving a further guarantee of high quality.



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