

## Case Study

From the age of 8 years, Chef Francesco Mazzei would more often than not be found in his uncle's gelateria in Calabria, Southern Italy. Since pursuing a career in food, Francesco has travelled across the continents to work in some of the world's greatest restaurants. Eventually settling in London, Francesco endeavoured to open his own restaurants, now some of the capital's most renowned establishments, famed for their simple yet critically acclaimed Italian dishes.

Opening Fiume in 2017, Francesco's latest adventure is a superbly stylish restaurant that sits right on the bank of the River Thames in Battersea Power Station's Circus West Village. With concertina doors



opening to reveal a stunning terrace, the restaurant allows passers by to sit, eat, enjoy a glass of wine and watch the world go by in true Italian style.

For the summer of 2019, alongside Fiume, a giant TV screen allowed visitors of Battersea's Circus West Village to watch Wimbledon, every match, live!

"Wimbledon has been fantastic" states Francesco, "every game has been shown on the screen and throughout the entire summer we have a Carpigiani ice cream machine sitting right here on our terrace. What's more British than Wimbledon?"

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And more Italian than delicious ice cream from a Carpigiani machine? At Fiume, we make the best soft serve ice cream and with lots of fabulous outdoor events throughout the summer months, it's easy for people to pick up an ice cream as they wander around."



Francesco's relationship with Carpigiani stems from his time spent in his Uncle's gelateria, who also used the premium soft-serve machines. Installing them in his own restaurants was therefore an obvious move.

"Carpigiani machines are the best available, I have used them for a long time; ice cream is close to my heart and it's important to me that I use the best equipment which produces fantastic results and that's what I need. There's so much going on around here at Battersea and so I thought the ice cream machine would be a great addition to our beautiful summer terrace, catching passers-by as they meander along the riverbank. What a great idea, serving delicious ice cream creations to

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passers-by, families with their children, almost making it sort of premium 'fast food'. We make our fresh ice cream from natural ingredients so our customers can really taste the difference when they come to us for one of our delicious creations."

Francesco contacted the team at Carpigiani who were delighted to provide their best selling 191 Classic soft serve ice cream machine for the terrace at Fiume. Perfect for serving high volumes of customers, the 191 Classic is a single flavour machine which delivers premium soft serve ice cream into a cone for takeaway or a dessert bowl for those eating in.

"Using the Carpigiani machine is easy," explains Francesco," we can serve our beautiful vanilla ice cream and have also created some special treats for our customers to enjoy. *Coppa Fiume* with vanilla soft serve, salted caramel, caramel popcorn and fresh honeycomb and then my *Mangia e Bevi* with sorbet, jelly and fruit. The kids can choose a takeaway option; a fresh fruit filled cone with soft serve ice cream on top. Who can say no to such delicious ice cream?"



As Chef Patron of Fiume restaurant in Battersea, Francesco focuses on using fresh and natural ingredients founded on his Italian heritage.

"My ethos as a chef is to create simple food, always using the best ingredients available," outlines Francesco, "my uncle used Carpigiani machines in his gelateria in Calabria, I've grown up using these machines. They make the best gelato, the best ice cream, they are the best available. I wouldn't use anything else."

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