

## Case Study

Entering Jefferson's Glorious Ice Cream shop on Balham High Road is a visual delight! The contemporary design, complementary colour scheme and clean lines of the store give way to a stunning pozetti with ice cream flavours in abundance.

Only three months into trading and already, the coffee and ice cream shop is proving popular. With fitness classes running in the outdoor area, remote workers enjoying excellent coffee, ice cream shakes and waffles plus the most amazing selection of extraordinary ice cream, Jefferson's has really appealed to all demographics within the local neighbourhood.



Celine and Christopher Thompson, founders of Jefferson's left the corporate world of property and embarked on a new career centred around ice cream.

"Several years ago, I was making ice cream at home for my son who had certain dietary requirements," Explains Celine. "I used only natural ingredients to create a dense, creamy ice cream with intense flavours; how ice cream used to taste. From this, Christopher and I launched ourselves into months of research to find the best ice cream, the best recipes, the best equipment, training – just learning everything to do with ice cream."

Following studying and training in New York and many late nights creating recipes and researching ingredient suppliers, Celine and Christopher then needed ice cream equipment that would produce the ice cream the way they had envisaged.

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“Again, we researched ice cream equipment and met with many suppliers until we found Carpigiani. We needed equipment that could cope with our recipes as we use butterfat and it creates a very dense and flavoursome ice cream. The Carpigiani range, experience and ability to help us with the entire process from raw ingredients to the beautiful Panorama pozetti you see in the shop made them the perfect partner for Jefferson’s.”

Jefferson’s Glorious Ice Cream shop uses a full ice cream production kit from



Carpigiani. Combining all ingredients for the base mix, this then goes into the Pasto 60 XPL/P (a 60litre compact and easy to use electronic pasteuriser), overnight. The base mix is then flavoured and left to age for 24 hours to ensure a dense and flavoursome product. After

blending, the product goes into the Labo 30/45/ XPL P to be agitated and frozen and then it’s blast frozen in the Carpigiani Hiber down to  $-34^{\circ}$  and held in storage freezers until ready to go into the Panorama pozetti.

The production kit fits into a small kitchen space in the shop, named the ‘making and tasting room’ and this is surrounded by glass so customers can see the area where their ice cream is being made. Moving into the shop itself, the beautiful, slimline Panorama pozetti display combines perfect preservation of the ice cream with stunning presentation using tempered and heated pyrolytic glass which serves as a protective barrier between the customer



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and the ice cream when opened. The Panorama is easy to clean and is fitted with anti rotation tubs which makes serving incredibly easy.

“I wanted our customers to walk into the shop and then suddenly see all our lovely ice cream laid out beautifully, and have a pozetti that was flush with our marble worktops to maintain the clean lines of the shop design. The Panorama is just magnificent and it blends seamlessly into the marble so customers have to look into the glass to see all of our flavours.” Explains Celine. “We are absolutely delighted with the finished design of our shop and how Carpigiani has helped us to fit all the production equipment we need into our kitchen as well as providing the Panorama.”



Setting up an ice cream shop has been a huge learning curve for Celine and Christopher, researching everything from ingredients and recipes to equipment, to ensure they held true to their dream of creating the most delicious and decadent ice cream with all natural ingredients.

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“When we started talking to the team at Carpigiani, we knew they were the ones we wanted to work with.” Says Celine. “Their equipment is incomparable to anything else available and the support and product knowledge we have received has been fantastic. They have basically ‘held our hand’ through the process of creating our ice cream for Jefferson’s. We have a fantastic relationship with Carpigiani and I still call them to ask for advice.”

