

## CASE STUDY

### - Gelato Village -

### A perfect blend of artisanal craft, the finest ingredients and Italian heritage

Founded in 2014 by Antonio De Vecchi and Daniele Taverna, Gelato Village, located in Leicester's stylish, Saint Martins Square, offers true, authentic, Italian Gelato made using some of the finest ingredients available. Originally from Turin, Italy, Antonio and Daniele established the business on a simple passion for creating the best flavours, something that can only be achieved by sourcing the world-class ingredients.

Committed to never using artificial preservatives, flavours or emulsifiers, the team freshly make their gelato every single day. This dedication to quality is something that Antonio remains devoted to, commenting:

*"With our Italian heritage and passion for food, launching Gelato Village in 2014 was something Daniele and I had been planning for a while. We knew from the outset that for our business to deliver true, authentic gelato we both adore so much, we not only needed to formulate our own recipes, but those recipes needed to be made with only the finest ingredients. After training at the prestigious Carpigiani Gelato University in Italy, we set about sourcing these ingredients. Whether grown locally or sourced from around the world, we were looking for the very best. For example, our milk and cream comes from rare breed, Red Poll cows at Belvoir Ridge Creamery and is delivered to us daily, giving our gelato its incredible flavour and wonderful texture. We source our pistachios from a supplier in Bronte, Sicily which is considered by many to be the finest in the world, while the chocolate we use in our gelato and sorbet comes from a grower on the Ivory Coast, where the climate for growing cocoa beans is perfect year round."*



Having meticulously sourced some of the finest ingredients, Antonio and Daniele turned their attention to the equipment needed to produce their menu. Having previously had experience with Carpigiani equipment while undertaking the Gelato University course, Antonio's familiarity proved crucial. He continues:

*"During my time on the Gelato University course I simply fell in love with Carpigiani equipment. It's so easy to use yet produces such a large variety of frozen products. The feedback we get from our customers on the gelato and sorbet we offer is outstanding. Making gelato is a bit of a science, but what we find great about the Carpigiani equipment is that it can virtually tell you what to do if you need it too. This is great for training new staff, although I do find that once you've got the basics of recipe formulation, the technology in the machine allows you to create pretty much any flavour combination you like."*



Having secured the site in Leicester's upmarket Saint Martins Square, Antonio and Daniele worked closely with the team from Carpigiani UK to fulfil their dream of creating a stylish parlour where customers could sit and enjoy their gelato and socialise with friends. On this support offered by Carpigiani, Daniele adds:

*"Antonio and I had very little experience in design and shop fit. As such, we worked very closely with the experts from Carpigiani, who were able to guide us through the process of choosing the machines needed to produce our gelato to the look and feel of the seating, the colours of the lighting and the layout of the display cabinets. For opening week, we were delighted to be supported by a highly experienced Carpigiani Gelato Master, helping us to develop some truly unique flavours, many of which remain firm customer favorites almost three years later."*



With the list of Carpigiani equipment including two of the latest Maestro Batch



Freezers, two large pasteurisers, a Turbomix and a selection of front of house display cabinets able to showcase 14 different trays of wonderful gelato and sorbet, cakes, and sticks, Gelato Village delivers quality at every stage. When talking about the use of Carpigiani equipment, Antonio goes on to say:

*"Having designed our very own 'flavour lab' with porthole windows for dining customers and visible to those passing in the street, we wanted everyone to be able to see the process of making gelato. We have found that by engaging our customers allows us to get across the message of the quality, fresh, seasonal ingredients we use. However, with our lab being so visible, we needed equipment that was not only well designed, but reliable too. Carpigiani has been on hand since we opened, offering us advice on maintenance and delivering great ongoing service and aftersales care. The machines are so easy to disassemble and reassemble for cleaning, which again is essential with them being on display, while more generally they are extremely efficient which helps with our business overheads."*



With Gelato Village approaching its third anniversary, the team continue to go from strength to strength and customer reviews demonstrating the love for Leicester's only authentic Italian gelato parlour, the future is looking bright for the duo. Daniele concludes:



*"We're delighted with the feedback that we receive on an almost daily basis from customers and alike. Our gelato has won numerous awards, including prestigious two gold stars in the 2016 Great Taste Awards and we've been named in the top 10 gelato parlours in the UK by TripAdvisor. The support that we have received*

*from Carpigiani has been exceptional from the very start. The machines do exactly what they say on the tin and the guidance from the company's experts is a real help and reassurance for us. We're proud to be using the very best equipment and are not afraid to shout about it in the same way as we do with our ingredients. Antonio even displays his Carpigiani Gelato University certificates proudly on the wall for all to see. I would certainly have no hesitation in recommending Carpigiani to others looking to produce the very best gelato and sorbet offering."*

For more information on Gelato Village, to find out about some of the wonderful ingredients used in the range or to try it for yourself, please visit [www.gelatovillage.co.uk](http://www.gelatovillage.co.uk), search for 'Gelato Village' on Facebook or Instagram or follow @Gelato\_Village on Twitter.

Whether you're looking for the latest in artisan gelato, soft serve ice cream or display storage solutions, would like to understand more about the courses available through Gelato University or would like more information on the extensive shop fit and design services available from Carpigiani UK please call 01432 346018 or visit [www.carpigiani.co.uk](http://www.carpigiani.co.uk).



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