

VERDE PISTACCHIO®
DOLCE CREATIVITÀ



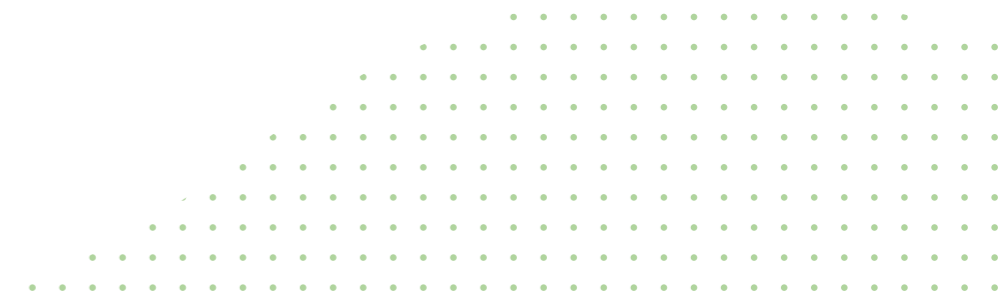
AFFILIATION PROGRAM



.....

**Join us and
open your gelato shop!**

.....






Sweet

A modern gelateria with an old tradition. Our recipes have been studied and created with the Fassi family, a worldwide institution in the artisanal gelato industry.

Creativity

Our goal is to transform the world of gelato starting from the tasting and carrying on through a real sensory experience in which design and creativity make the gelato taste even better.



.....

**Everybody talks about
gelato like the days of
yore, we talk about it
as if you have
never tasted it before.**

.....





High quality

Research of raw materials and attention to detail.



Design

Layout of the single store listed at the European Business Registration Center.



Versatility

Not only the store, but also events such as cooking classes, and gelato truck.

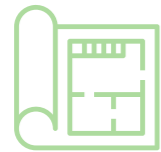
**Why choose
Verde Pistacchio®?**



FRANCHISING TYPES

Direct production Format

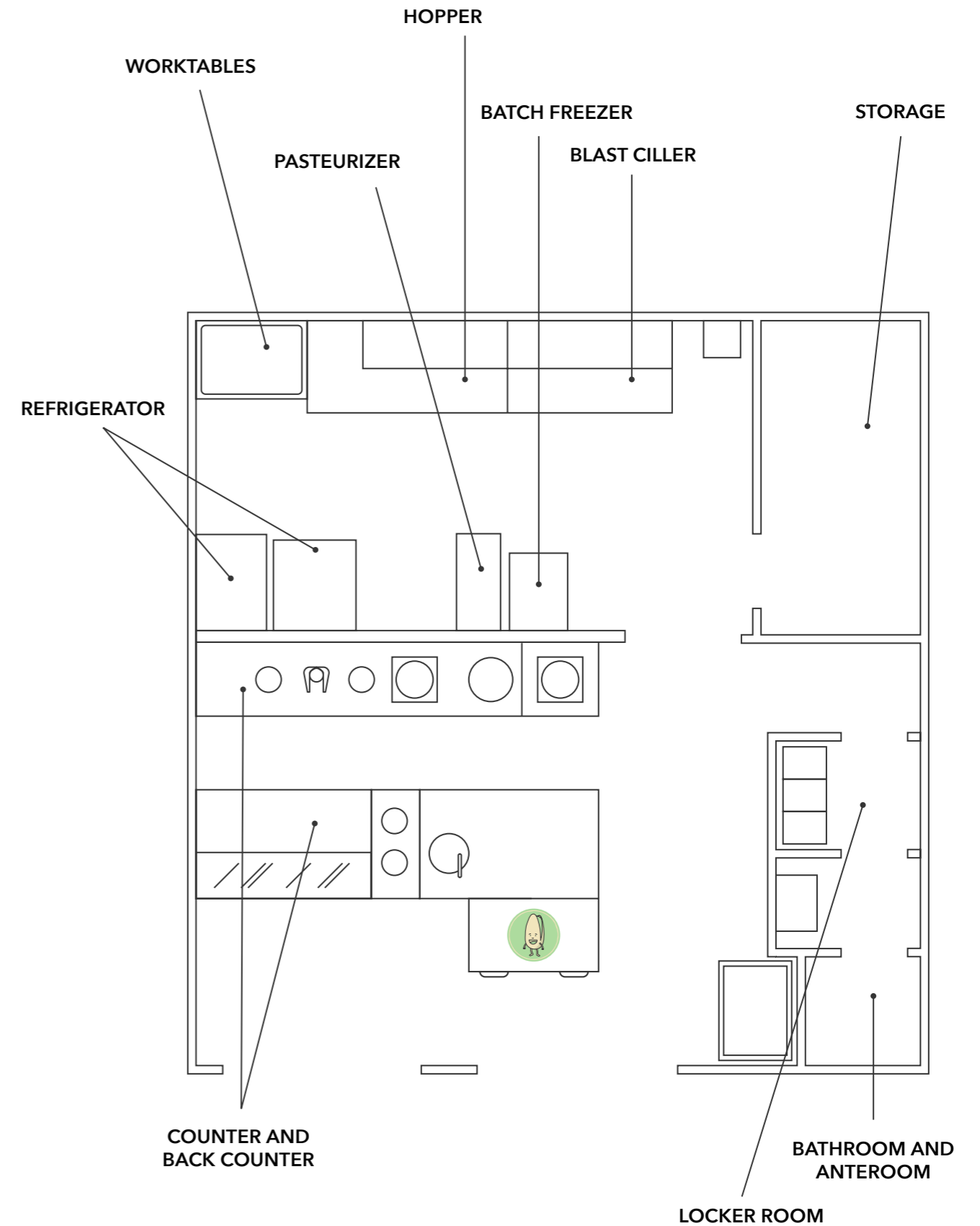
Complete layout of Verde Pistacchio store with everything you need.



Room size:
from 70 mq² to 120 mq²



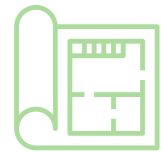
Staff:
4 people



FRANCHISING TYPES

Store only Format

Only in cities where there is already a Verde Pistacchio® shop with production facility.



Room size:
from 25 mq² to 40 mq²



Staff:
2 people

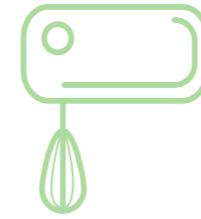




Artisanal Production

Our masterpieces are created in our labs and we know how important it is to always keep high standards for a high quality product. For this reason, we provide our affiliates with all the necessary equipment.





Lab equipment

Trio (batch freezer with pasteurizer); Blast Chiller;
Negative and positive refrigerators;
Equipment for the gelato production.

N.B We only work with the best international brands.



Sales Area

The design of our sales area is unique and original.

The minivan is a registered community design dated 11/11/2013, with reference number: 002335992-001.





Services

Who said that gelato should only be sold in one shop and can not be delivered directly to a corporate or private party, a wedding, a concert or an outdoor event?

We offer our affiliates all the support they need both to develop the itinerant sale activity with our Verde Pistacchio vehicles, and to organize other types of events related to the artisanal gelato world such as cooking classes.





Communication

Every aspect of Communication and Marketing for the store and the vehicles is handled and managed by Verde Pistacchio®. The Brand is responsible for the promotion and advertising of events and news related to every store.



**Why should you
open a
Verde Pistacchio®
gelato shop?**





Agreement

Our affiliation system provides a pre-established annual or monthly fee to pay to Verde Pistacchio®.

The revenues of the store will be entirely collected by the affiliate.

All earning coming from extra activities will also be entirely the affiliate's.

The fee varies according to the city where the store will be opened, to the mq of the space and the number of openings guaranteed by the affiliate (it is usually between 5% and 10% gross of the potential store projection revenue).

Verde Pistacchio® is committed to ensure a continuous service, new recipes, constant support in Communication and Marketing, as well as training courses.





Profit margin

Example

Vanilla

INGREDIENTS

Milk

Cream

Sugar (dextrose, saccharose)

Pasteurized egg yolk

Tahiti Vanilla

PRODUCTION COST PER KILO

2,75€

SELLING PRICE PER KILO

20,00 € (Italy)

Dark Chocolate

INGREDIENTS

Water

Sugar (saccharose, dextrose, invert sugar)

Cocoa

Domori dark chocolate

PRODUCTION COST PER KILO

2,10€

SELLING PRICE PER KILO

20,00 € (Italy)



GELATO MARKET IN ITALY 39.000

Gelato shops in Italy

GELATO MARKET WORLDWIDE 37.000

Gelato shops WORLDWIDE

€ 4,83 billion turnover in Italy

€ 2,7 billion gelato sales value in Italy in 2018

30% of the European market



**“There is room
for a massive
development”**

VERDE PISTACCHIO

GELATO ARTIGIANALE



GELATO SHOPS ALREADY UP AND RUNNING



Rome

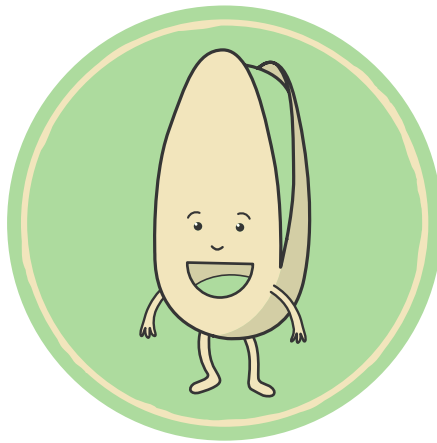


Milan



Cádiz





VERDE PISTACCHIO®
DOLCE CREATIVITÀ

www.verdepistacchiolab.it
ask@verdepistacchiolab.it

