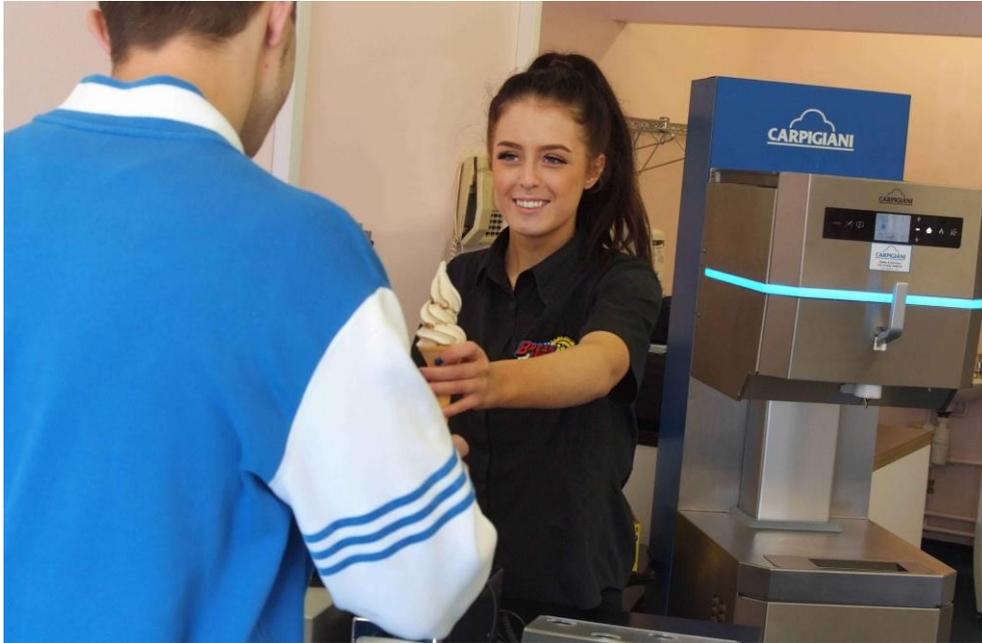


CASE STUDY

Three decades of ice cream delight at Brean Leisure Park



As early as 1947 Unity Farm, previously a dairy farm, located in the coastal village of Brean, near Burnham-on-Sea, has been home to some form of campsite. The cows have long since gone from Holiday Resort Unity, the new name for the farm, while the last seven decades has seen the site transformed into one of the South West's leading holiday and leisure destinations, including a theme park, waterpark, 18-hole golf course, 200-acre holiday park and wide selection of catering outlets.

Continuing as a family owned business, Holiday Resort Unity which incorporates Brean Leisure Park, a day out attraction in its own right, is now run by Richard House, the son of originators Bert and Marie House, and Richard's wife Bridget along with their two children Alan & Sarah. With peak holiday season spanning February to November and the House family committed to maintaining the park's status as the region's leading family attraction, Catering Director, Bridget House has her work cut out to feed hungry guests during their visit, commenting:



“Holiday Resort Unity and Brean Leisure Park is a destination for families from all over the South West. Coming from far and wide, it is our job to ensure the site is safe, fun and entertaining for all. We lease out the theme park to an outside business but we are committed to offering a quality and varied catering provision to satisfy the tastes of all our guests. The Tavern is our main catering outlet, providing a traditional family friendly restaurant menu and popular Sunday carvery, while seven takeaways including fish and chips, a Wimpy and Subway franchise, a Chinese and an Indian provide real variation. In addition to these we also have a selection of cafés and of course our very own ice cream parlour – well no seaside resort would be complete without one!”



With ice cream and ice cream based products being offered in a number of locations across the holiday and leisure park, Bridget knew that the offering needed not only to be of a high quality but also consistent, adding:

“Eating an ice cream in the sun is what holiday memories are made of. Offering our guests a choice of ice cream in Riccardo’s Ice Cream Parlour, soft serve in the Brean Splash Café and ice cream based milkshakes in the Wimpy franchise we needed machines that would not only produce a delicious ice cream that everyone in the family could enjoy but also remained reliable, simple to use and able to cope with substantial demand on a busy day.”

Meeting at a trade show back in the 1980’s Bridget was first introduced to the team from Carpigiani, the global leader in ice cream machines. Fitted with state-of-the-art technology and the latest in manufacturing, she was quickly taken by the company’s offering, continuing:

“We’ve used Carpigiani machines here at Brean Leisure Park for over thirty years. Extremely reliable, capable of producing wonderful soft serve ice cream and with a long product life cycle, we are delighted by the equipment.”



We've previously tried appliances by another leading ice cream equipment manufacturer on site, however we found they just didn't compare to Carpigiani equipment and the service you receive from the company."

Having recently updated the range of appliances, the portfolio at Brean Leisure Park includes the latest Carpigiani EVD soft serve machine, an AES 261 PSP self-pasteurising soft serve machine and a Multiple Choice milkshake machine. It's not just the quality of the product but also ease of use which impresses Bridget:

"With the vast majority of our employees being seasonal staff, often students living locally, we need the machines to be simple to operate and maintain, without compromising on quality. Each of the Carpigiani machines does just that, operated by a lever, a simple push button or touch screen menu with clear icons; they are extremely straightforward to operate. Our senior managers are trained to deep clean the machines when required or study the inbuilt programmes which detail the number and size of portions, monitor cleaning cycles and perform maintenance checks, not only helping us with stock management but also sales projections and machine reliability going forward."



It's not just the quality of the machines that Bridget has been impressed with, stating that service is also a key part of any relationship with a manufacturer:



“Ever since our first introduction to the Carpigiani brand back in the 1980’s I’ve been hugely impressed by the service we’ve received. When it comes to knowledge of the industry and of Carpigiani equipment, our dedicated regional sales manager is second to none. Same can very much be said for the technical assistance we’ve received, with a direct contact in Head Office who is able to talk us through any queries over the phone or organise for an engineer to be with us very quickly should it be required.

I know that I can always rely on the company’s experts to provide the knowledge and capability of ice cream production within the park at all times. It is for this reason that I wouldn’t have any hesitation to recommend Carpigiani to anybody looking at introducing an ice cream offering to their business.”

To find out more about Holiday Resort Unity or Brean Leisure Park please call 01278 751235 or visit the website at www.hru.co.uk.

Whether you’re an operator looking to introduce soft serve ice cream to your business or you are looking for a way to develop your existing menu, please call Carpigiani on 01432 346018 or visit www.carpigiani.co.uk to find out more about the latest developments to soft serve equipment from the global market leaders.

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