

CASE STUDY

January 2015

A kaleidoscope of colour for ParadICE Gelateria thanks to Carpigiani's design and shop fit service

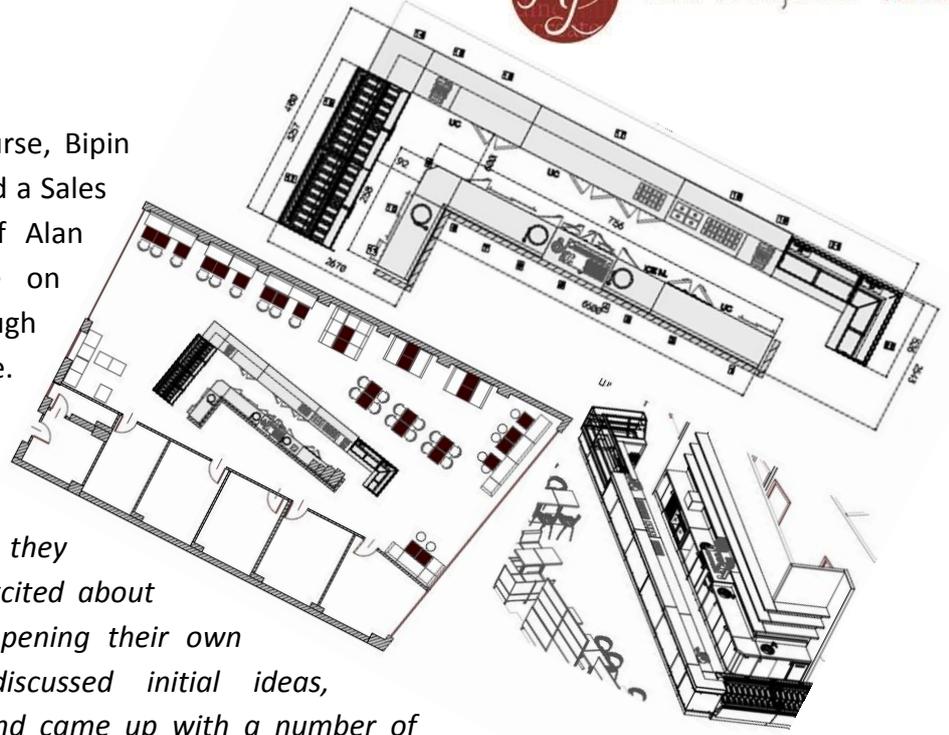


Located in the bustling heart of Birmingham's Harborne parish, husband and wife team Bipin and Nishma Patel recently chose a previously derelict retail unit to become home to the new ParadICE Gelateria, a vibrant business focusing on the production of delicious, homemade gelato, cakes and a wide range of beverages.

Having both worked as pharmacists for many years, Bipin and Nishma felt a growing desire for a change in career. Identifying a niche for real, homemade artisan gelato, gelato cakes and a quality food and beverage offering in the West Midlands, it wasn't long before the duo had signed up to Carpigiani UK's popular 'Gelato University' course in Hereford to put their dream into reality. Bipin describes:

"Nishma and I have always been interested in good food and drink, so when we discovered a distinct lack of real Gelato available in the region, the opportunity was clear. After some initial research, we both signed up to the free introductory session offered by the Carpigiani team at their site in Hereford. Providing a great taster into the production process and the different types of equipment available, we left feeling very enthusiastic about the prospects ahead of us."

Upon completing the course, Bipin and Nishma were assigned a Sales Manager in the form of Alan Roberts who would be on hand to guide them through every step of their venture. Alan explains:



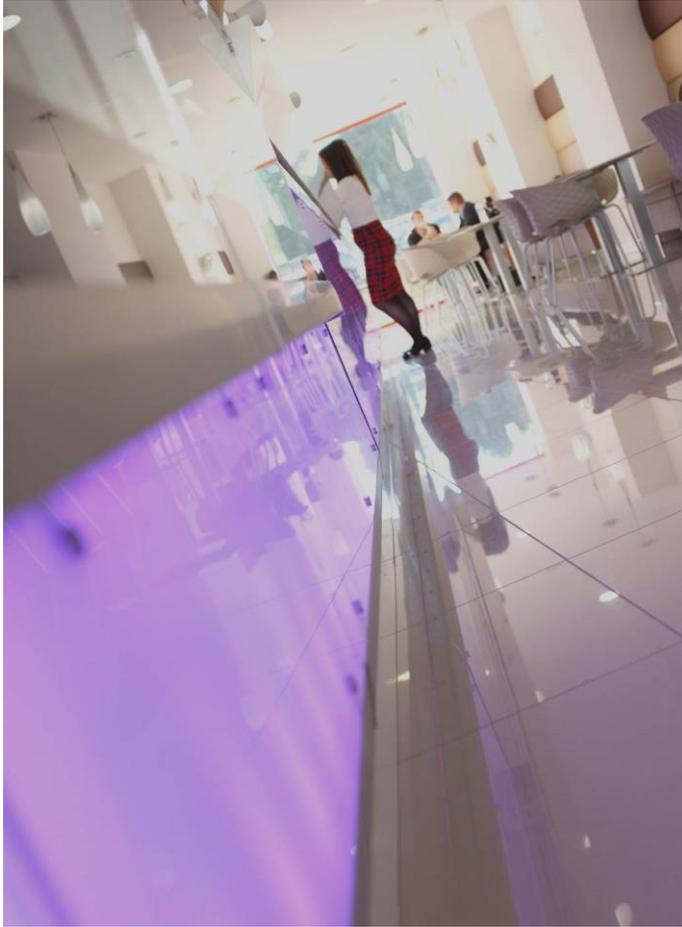
“When I first met Bipin and Nishma, they were both very excited about the prospect of opening their own Gelateria. We discussed initial ideas, examined plans and came up with a number of concepts which we could build on to create the final proposal and move the venture forward.”

It wasn't just the equipment that the Carpigiani team were about to assist with. Bipin continues:

“We were delighted that Alan and the Carpigiani team were able to help us with everything from finding the site through to the shop fit, design ideas and of course the all-important production equipment. With their experience and help, it wasn't long before we had identified the site in Harborne, and having made a handful of visits to Carpigiani customers in Italy we were able to see the endless possibilities achieved by using the company's design and shop fit service.”



Following a period of consultation with the council, local authorities, design teams and consultants, the site in Harborne was finally ready for the commissioned work to begin. Bipin indicates:



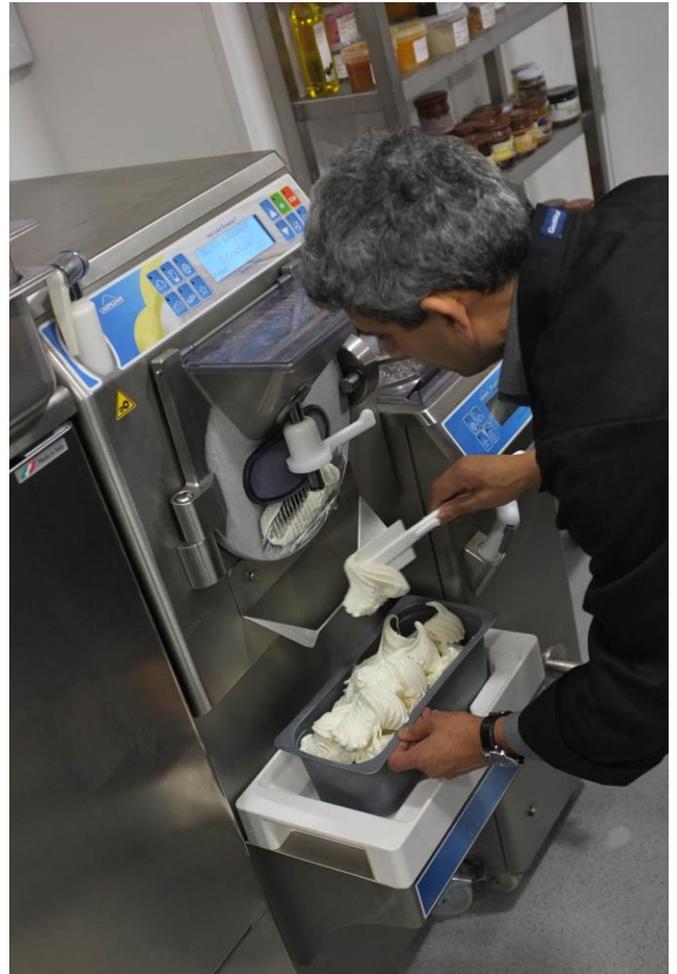
“We knew from the very beginning that we wanted ParadICE Gelateria to combine a quality look and feel with the latest in equipment, frozen storage and luxury furnishings. A clean, bright space with large floor to ceiling windows and doors at each end, were instantly complemented by some of the finest fixtures and fittings specified from Carpigiani suppliers. The showpiece of the gelateria however is the vivid, exciting colours on the innovative LED Lighting System, running the length of the counter. With over 24,000 shades of colour, we are able to alter the feel of ParadICE to suit the time of the day or even the season. For example, we use welcoming pastel shades during the day and vibrant electric shades in the evening to change the feel and atmosphere. What’s more, as the first site in the UK, to use the system, we are delighted with the outcome and the endless possibilities it creates.”

When it came to the specific equipment needed to produce and store the delicious artisan gelato, soft serve ice cream, cakes and hot beverages, Carpigiani once again used their unparalleled knowledge and experience in the sector to great effect, as Alan continues:

“Bipin and Nishma gave us a brief of creating a bespoke recipe which was not only lower in fat than many traditional base mixes but also reducing the sugar content without affecting the flavour. Working with one of our leading development chefs from Italy we were able to produce a range of different mixes that suited the needs of ParadICE Gelateria. In line with the plans, we installed a full range of equipment, including the latest HE Maestro Batch Freezer, Pastomaster 60RTL, 191 Miss Youghurt, 191 Monoporzioni Soft Serve machine, MiniWip cream whipper, GS2 Spin frozen cocktail unit and the Chocolady hot chocolate machine. In addition, a full range of temperature monitored display storage solutions and the latest refrigeration appliances has made ParadICE a real flagship site for us.”

The complete range of equipment installed at ParadICE Gelateria has given the duo the capability to offer customers a wide range of freshly made artisan gelato, soft serve ice cream, hot beverages and indulgent cakes and desserts. Bipin concludes:

“Our initial desire was to be able to serve customers with the freshest, most flavoursome food and beverage offering in the region, focusing mainly on real artisan gelato. The help and assistance provided by Carpigiani UK and the dedicated team of professionals has been vital in helping us realise this ambition. I would have no hesitation in recommending Carpigiani to anyone looking to set up their own Gelato business, or looking for expert assistance with the latest in shop fit and design capabilities.”



Whether you're looking for the latest in artisan gelato, soft serve ice cream or display storage solutions, want to understand more about the introductory courses available through the Gelato University programme or would like more information on the extensive shop fit and design capabilities available through Carpigiani UK and our network of business partners, please call 01432 346018 or visit www.carpigiani.co.uk.

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