

CASE STUDY

February 2016

Customers swoon for Bristol's finest gelato offering

Few things are more appealing than the true taste of authentic gelato, so now, thanks to the opening of Swoon in the heart of Bristol's bustling city centre, those living locally and many of the regions tourists can enjoy a range of wonderful flavours made on site, throughout the day.

The brainchild of owner, Bruno Forte, whose family have been producing real Italian Gelato for well over a century, Swoon's ethos focuses on using only the finest ingredients from around the world and combining them with a traditional process known for giving gelato its distinctive, smooth texture and delightful flavour. Bruno starts by saying:

"I had been considering setting up a gelato business for a number of years, having grown up in a family of passionate chefs and hospitality professionals. With limited knowledge and experience myself, I took the decision to sign up for an intensive course which would at least allow me to understand the basics. Having researched different options, I decided to join the Carpigiani Gelato University in Bologna, Italy – the home of authentic gelato. In September 2014, I undertook the one week introductory course and immediately fell in love with the process."



As the global leader in the manufacture of gelato and ice cream equipment, Carpigiani offers unrivalled expertise and decades of experience in the market. The Carpigiani Gelato University is an internationally renowned programme of courses varying from a one day introduction up to a four week, detailed look at everything from running a business to making gelato, Bruno continues:

“Having gained a basic knowledge of gelato production on the one week course, I booked onto the second and third weeks to give me a greater understanding of the product and the possibilities available from producing it. Carpigiani Gelato University offered me a fascinating insight; I immediately knew I wanted to bring true, Italian gelato to the British public.”



Once back home, Bruno enlisted the expert assistance of Carpigiani UK to identify a suitable site for Swoon Gelato, specify the equipment that would be required and design the most efficient layout for the business, adding:



“Looking for a suitable site in the South West, we were extremely fortunate to be granted the lease for the site on Bristol’s College Green. Right in the heart of this vibrant, lively city, the site would not only provide everything we needed but was also perfectly positioned to capture passing trade. My team and I worked closely with Carpigiani UK, who helped us design the layout and worked closely with us to specify the equipment we would need to handle the extensive range we wanted to offer and the peak demand we expected to generate.”

With the design incorporating a glass-sided ‘flavour lab’, the Swoon team produce up to 16 flavours of gelato, a range of delicious ‘Torta Gelato’ cakes, individual ‘monoporzioni’ desserts and a selection of gelato on a stick products for both eat-in and take-away consumption, in full view of customers. This visibility and openness required the very best equipment, as Bruno goes on to say:

“With such a vibrant, colourful and freshly produced menu, we were keen that our customers are able to see our team at work and immerse themselves in the process. Our flavour lab is visible from the street as well as for those sitting inside, allowing us to be completely open and honest with our customers. Not only can they see the quality of the ingredients we use, the equipment is also on show. This needs to be consistent, well designed and most of all reliable, the last thing we want is to have a machine out of service, in full view of paying customers.”



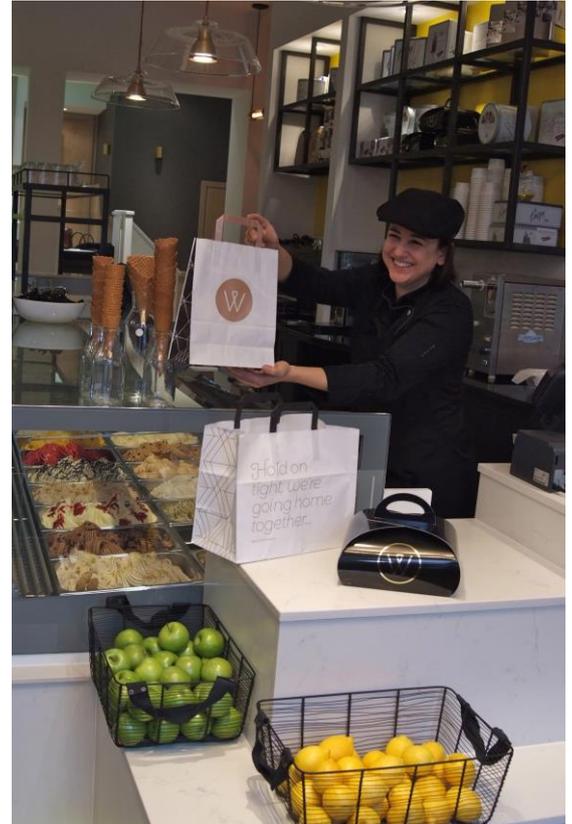
Swoon Gelato’s flavour lab includes the latest Carpigiani Maestro batch freezer, a high-capacity Carpigiani Pastomaster capable of handling the sites daily pasteurisation requirements, a Carpigiani Mister Art machine, used to create the monoporzioni and the gelato on a stick and a Carpigiani FantaStick shock freezer. Other appliances include a Carpigiani Turbomix and Carpigiani Miniwip along with a selection of display cabinets. Extremely happy with the service he has received, Bruno concludes by saying:



“The service I have received from Carpigiani UK and the Gelato University team in Bologna has been second to none. The company’s experience has been paramount in getting the Swoon concept from paper to reality, their equipment has been outstanding and their willingness to help has been invaluable. I know I can always rely on them should any issue occur and this is something that is an extremely important requirement as a business owner.”

Swoon Gelato is located centrally in the bustling, vibrant city of Bristol and is open seven days a week. Offering a complete range of authentic artisan gelato products, Swoon provides everything you need to satisfy a craving for something full of flavour. For more information, please visit www.swoononaspoon.co.uk or search 'Swoon Gelato' on Twitter or Facebook.

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 introductory 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.



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