

Giovanni L.[®]

G E L A T O D E L U X E

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OUR SECRET - YOUR SUCCESS

GIOVANNI L. CAFÉ | SHOP IN SHOP | CATERING-GELATO





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OUR VEGAN



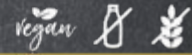
FRUITSORBETS

Without artificial flavours, aromas, colourings and preservatives

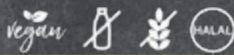


NEW FLAVOUR

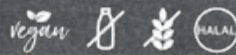
Cherry Choc
with oblacinska cherries and chocolate chips



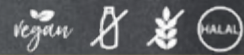
Strawberry
classic fruity



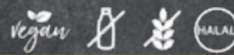
Tahiti Lemon with Basil
south pacific lime with fresh basil



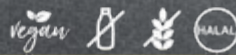
Lemon
ripe fruit from Sicily



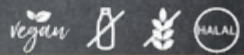
Mango Passion Fruit
pure sun and exoticism



Wild Berry
a berry fruit composition



Raspberry
whit homemade raspberry sauce



OUR VEGAN

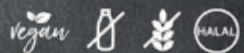


„MILK“-FLAVOURS

In addition to our vegan fruit sorbets, we also produce vegan 'milk GELATO'. You can create any vegan dessert or vegan sundae without any extra effort or less flavour.



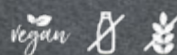
Vanilla vegan
without soy, almond and rice milk



Chocolate vegan
chocolate VIC - with no milk at all



Walnut vegan
completely without milk



Cookie vegan
a vegan biscuit dream



OUR CLASSIC FLAVOURS

The Classic varieties are year-round favourites that are matured to perfection in terms of both taste and texture and are produced according to traditional recipes.



Red Fruit Jelly & Vanilla – berry vanilla dessert North German style



Kinder white cocolate with a nut-chocolate sauce



Hazelnut made from roasted hazelnuts



Yoghurt Cherry Gelato with natural yoghurt and chocolate cookie crunch



Stracciatella with cocolate of Ecuadorian origin



Choco VIC Very Intensive Chocolate



Belgian Milk Chocolate with crunchy chocolate chips



Vanilla the classic Gelato - with real bourbon vanilla



Dulce de Leche Argentinian speciality made from milk caramel



Eggnog Stracciatella with dark chocolate from Ecuador



Spanish Cream Gelato with 47 % cream



Walnut Caramel Gelato with caramelised nut pieces



Apple Crumble with light pastry pieces



Cookies & Cream cookie meets delicate milk cream



Skyr with Blueberry
Gelato with Skyr & homemade blueberry-elderberry sauce



Black & White
duet of chocolate



Skyr with Apricot
Apricot Gelato & Gelato with skyr, swirled with homemade sea buckthorn sauce



Red & White
fruit kisses white chocolate



Malaga
with homemade rum-raisin sauce



Cinnamon Bun
Gelato with wholemeal cookies and cinnamon almonds, swirled with cinnamon ripple



Mum`s Dough Bowl
with cake dough



Mister Knister®
lemony crackling fun



Miss Pinky
for our Gelato-Princesses



Marzipan
made from Lübeck marzipan



Coconut Kiss
with homemade coconut and almond sauce



Banana Choc
with banana-cookie pieces and chocolate



Chunky Peanut
peanut Gelato with salty caramel



Roasted Almond-Cinnamon – Gelato with roasted almond and cinnamon



Frozen Yoghurt
with over 40 % natural yoghurt



OUR ROYALE FLAVOURS

Royale varieties are made from exclusive ingredients and with particularly elaborate recipes. With these varieties you can offer your customers exceptional flavour experiences, time and time again.



Blueberry Muffin
American classic flavour
as gelato



Mozart Praline
the famous praline



Espresso Macchiato
frozen espresso and milk foam



Sicilian Pistachio Verde
our world cup gelato,
with origin sicilian pistachio



Lemon Cheesecake
American cake classic



Salt Licorice
strong licorice with salmiak sauce



Salted Toffee Crunch
caramelly delight with fine
biscuit pieces



Royal Mint
three kinds of mint with
a hint of chocolate



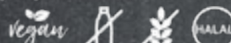
**Orange Ginger with
Coconut** – with homemade
coconut sauce



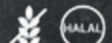
Nut Nougat
made from roasted hazelnuts
with homemade nougat sauce



Physalis
with pomegranate seeds and
a hint of ginger



Pumpkin Seed
with styrian pumpkin seed oil, PGI
and caramelised pumpkin seeds



GIOVANNI L.

FACTS

We wish you many satisfied guests, great sales and incremental profit for your business.

Yours

Sabine + Jörg Fischer



2.000.000

LITERS OF GELATO PRODUCED ANNUALLY



500

SALES OUTLETS
LARGE AND SMALL
WORLDWIDE



TRADITION SINCE

1961



4.000 m²

PRODUCTION AREA



100

FABULOUS TASTE



50

FLAVOURS
IN STOCK IN
VARIOUS SIZES



GIOVANNI L. SIGNIFICANT ESSENTIALS

GOOD FRESH AIR:

Fresh sea and mountain air is certainly great, and GELATO requires an exactly calculated amount of air for the perfect melting point and creaminess.

But air has no taste at all and doesn't enhance the flavour experience on the palate. This is why, for a satisfying taste, we use less air in our GELATO than other manufacturers.

The average addition of air compared to our competitors:

	GELATO producer 1	GELATO producer 2	GELATO producer 3	GELATO producer 4	Giovanni L.
Air impact	102,10 %	103,43 %	98,51 %	74,13 %	38,5 %

SUSTAINABILITY?

There are many ways to stand out from our competitors. But we believe that quality is the most notable one.

An intense taste experience can only be achieved by adding more of the best ingredients, in their purest form.

Our GELATO has always a little bit more of the best:

Comparison of ingredients:

	GELATO producer 1	GELATO producer 2	GELATO producer 3	Giovanni L.
Hazelnut-GELATO	4,0 % Hazelnut	3,5 % Hazelnut	–	9,2 % Hazelnut
Pistachio-GELATO	5,0 % Pistachio	–	6,3 % Pistachio	10,0 % Sicilian Pistachio
Strawberry-GELATO	41,0 % Strawberry	–	35,6 % Strawberry	51,8 % pure fruits

Set your current brand of GELATO on a scale and compare



WHAT DO YOU BUY AT GIOVANNI L.?

A GELATO with an average air content of just 38.5%. This means that, depending on the variety, you get 2–4 times the amount of high-quality, flavour-giving ingredients compared to GELATO from other manufacturers.



MOUNTAIN-GELATO

FOR OUR GIOVANNI L. CAFÉS AND SHOP IN SHOP PARTNERS



ROYALE
3,5 liter

Our mountain GELATO is available in easily stackable cartons for optimum storage. The trays are completely airtight. Shelf life of 24 months

Pallet dimensions: 1200 x 800 x 1810mm
Gross weight: 63 pc. x 9L : 432 kg
Gross weight: 126 pc. x 3,5L : 350 kg



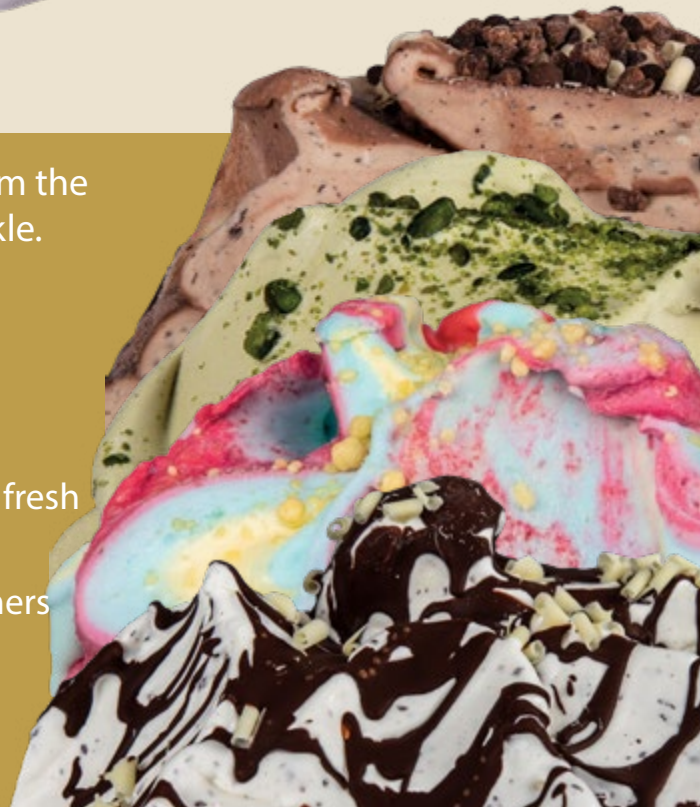
CLASSIC
9 liter

Each mountain GELATO is **pre-decorated** from the factory with its matching sauce and /or sprinkle.

Your advantage:

- reduce worktime and labour cost
- an opulent display case is guaranteed
- finish of with fruit, chocolate ornaments and fresh mint on site, turns it into a Giovanni L. display case that captivates potential customers and encourages them to buy.

The taste and the quality of the GELATO will turn your guests into regular customers.





OUR CATERING TRAYS

FOR OUR CATERING DE LUXE CUSTOMERS

CLASSIC
5 liter



The resealable 2.5 and 5-liter boxes are hygienic, stackable and have a shelf life of 36 months. They are ideally suited for the preparation of GELATO sundaes. Due to their standard size, they fit into any gastro display case.

Pallet dimensions: 1200 x 800 x 1280 mm

Gross weight: 153 pc. x 5L : 566 kg

Gross weight: 306 pc. x 2,5L : 581 kg

ROYALE
2.5 liter



Kiel
manufactory



WHAT MAKES
OUR GELATO SO
SPECIAL?



REGIONALITY



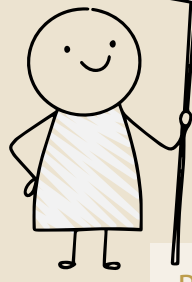
OUR DAVRY
PRODUCTS
ORIGINATE
HERE

We use exclusively
grazing milk from North
Friesland for more
animal welfare



Since always fresh milk
from Schleswig-Holstein

We
are Kiel



Regionality & exquisite ingredients

Preferably fresh from the region. This is our expertise when choosing our ingredients. For example, our marzipan and nougat are originally from Lübeck, our milk comes from local farmers and our sugar comes directly from Germany. However, as mangos and lemons are not known to grow here and pistachios originate from further south, we are constantly on the lookout for the best ingredients in the countries of origin. For our stracciatella GELATO, for example, we only use melt-in-the-mouth chocolate from Ecuador, while our pistachios and lemon juice come directly from Sicily. We want to know where our ingredients come from and we understand you want this also.



✓ Grazing cows
✓ species-appropriate
animal husbandry
✓ genetically-free-feed



Not the usual:
 ✗ thickened milk
 ✗ milk powder
 ✗ industrial milk
 ✗ UHT milk



exclusively fresh
yogurt
card cheese
Skyr

No ready-to-use mixtures
and pastes

Unlike most GELATO manufacturers, Giovanni L. GELATO is made exclusively from raw materials in the Kiel manufactory. We do not use industrial mixes, but create each flavour individually from raw materials that pass our high quality tests. This means we always know what is in our GELATO in every last detail. Try the flavours with your eyes closed. You will be surprised how many varieties you will recognise.



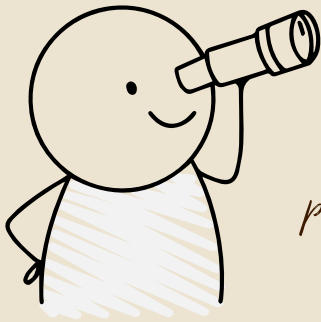
Marzipan
Nougat &
from
Lübeck

Homemade sauces

What do you smell when you smell a strawberry or raspberry? Exactly, the pure fruit, the intense flavour and the unmistakable sweetness. Nothing else can be found in our **homemade fruit purees and sauces.**

Freshness

Our milk contains the sea! Together with Nordsee Milch eG, we stand for freshness, regionality and animal welfare. For our GELATO our milk comes from grazing cows. Species-appropriate animal husbandry, GMO-free feed and sufficient grazing are our top priorities. This results in the unique flavour of our delicious GELATO de Luxe.



pure nut pulp
pure fruit puree

Mono ingredients



DE
SH 00433
EG



Pistachios
from
Sicily



NATURALITY

- Not the usual:
- ~~X~~ ready-to-use mixtures
- ~~X~~ preservatives
- ~~X~~ artificial colours
- ~~X~~ additional flavours in our fruit sorbets

HALAL-Certification

More than 40 varieties and 4 fruit sauces have been Halal certified by Halal Quality Control (HQC for short) in a complex process.



Naturalness

All the raw materials that go into our GELATO, to make it what it is, are free from any colourings or preservatives. The naturalness of the GELATO is what the consumer can taste!



- ✓ in-house development
- ✓ unique taste
- put us to the test!

Vegan

Our vegan GELATO creations are completely without any dairy products and, of course, like all other varieties, without any colourings or preservatives. All vegan fruit sorbets taste like fruit, even without flavourings - just as they should.

Innovation and uniqueness

The in-house Giovanni L. innovation department is constantly developing **new, unrivalled creations.**

A Giovanni L. GELATO never tastes like the GELATO next door. Recipes and ingredients are completely our own creations and do not come from the catalogue of the industrial supplier.



ECOLOGICAL

"Green energie" only!



own solar power

electric vehicle fleet



THAT IS, WHAT MAKES
OUR GELATO SO SPECIAL!
AND THAT'S WHAT YOU
CAN TASTE ...

OUR PROMISING PRODUCTS

GIOVANNI L. GELATO ...



Preserving Jar
the modern variant

Scoop
for the real GELATO feeling



Classic
the all-time favourites



Waffle Cup
the perfect combination

To Go
for the spoon-lovers



Opulent
our flamboyant eye-catcher





GIOVANNI L. CAFÉ

WE PROVIDE THE QUALITY
PRODUCT, YOU CAN ENJOY
YOUR SUCCESS

After years of experience with GELATO de Luxe and its diversified location portfolio, Giovanni L. has developed an extensive expertise in the construction and operation of GELATO cafés and parlours. We are knowledgeable about your initial investment the right margin for food cost and certainly the profit achievable.

Giovanni L. provides every partner with all there is to execute the perfect concept.

YOUR SELF EMPLOYMENT WITH GIOVANNI L.

YOU LOVE GELATO? ARE YOU ONLY SATISFIED WITH THE BEST OF QUALITY, FRESHNESS AND TASTE? WOULD YOU LIKE TO BE INDEPENDENT AND AT THE SAME TIME ABLE TO RELY ON A WELL-KNOWN BRAND?

From premium GELATO cabinets, counter technology, and all consumable and decorative materials we provide you with the source to excell. Giovanni L.'s partners receive guidance from our headquarters where the competence of the producers meets the experience of the system restaurateurs. Giovanni L. shares all its knowledge with its partners.

OF COURSE, WE ALSO EXPECT SOMETHING FROM YOU:

- a high level of self-motivation and desire for success
- entrepreneurship and team spirit
- experience in employee leadership
- gastronomic knowledge
- enjoyment of social interaction
- business knowledge
- the sense of responsibility
- sufficient funds



BE YOUR OWN BOSS!

LOCATION REQUIREMENTS

We would like to support you in choosing your perfect location. Therefore we are always looking for suitable properties, preferably in high-traffic areas.

GELATOCAFE

	shopping center	urban location
space	100–250 m ²	100–250 m ² , ground level
storage area	20–50 m ²	–
additional seating area	mall area	terrace
preferred location	–	oriented to the southwest
shop front (latitude)	min. 5 meters	min. 5 meters

EXPRESS (TO-GO)

	shopping center	urban location
space	10–30 m ²	20–30 m ²
storage area	approx. 10 m ²	approx. 10 m ²
preferred location	main entrance escalator central position	pedestrian zone downtown high-frequent area
shop front (latitude)	min. 4 meters	min. 5 meters

These specifications are to be considered as guidelines only.



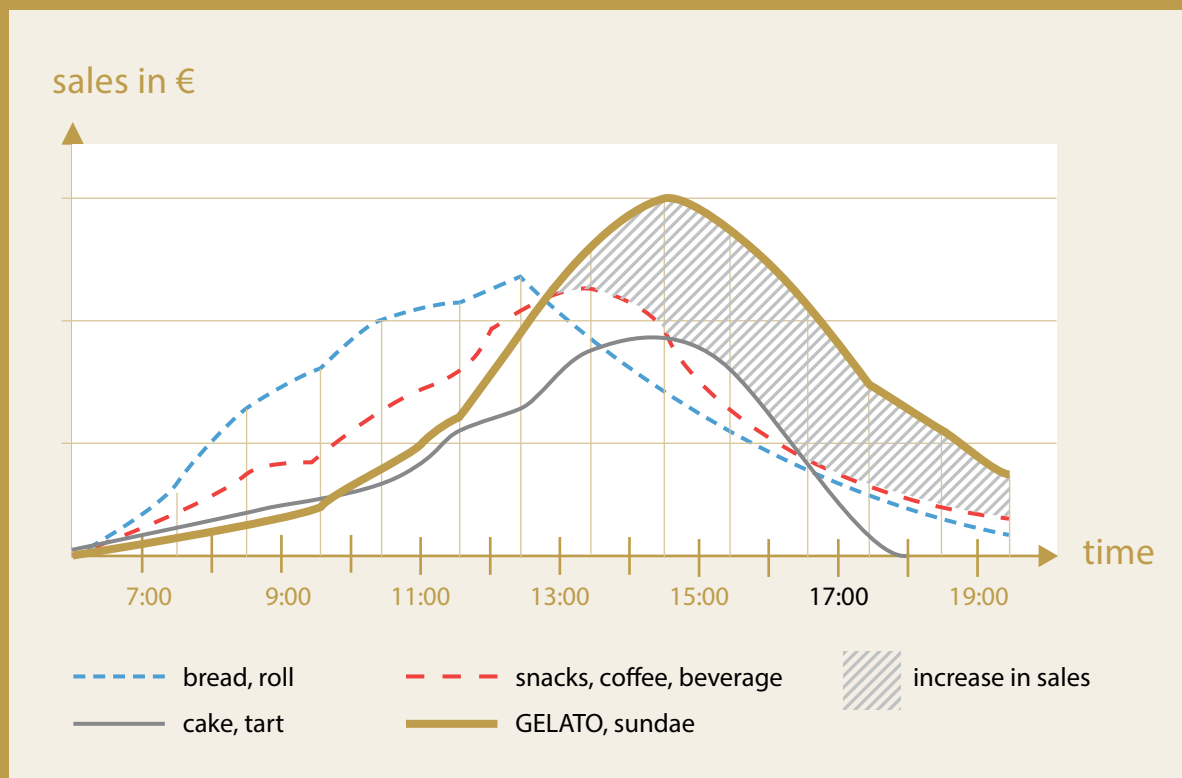
SHOP IN SHOP

GIOVANNI L. HELPS PREVENT THE
SUMMER SALES DROP

“INCREASING SALES IS THAT EASY!”

Whether it's a bakery, café, pastry shop or restaurant - the Giovanni L. Shop in Shop concept easily fits in anywhere and increases your sales on slow-selling days. The most important fact is the additional profit with unchanged overhead, operating costs etc. In comparison to the small space requirement of the Giovanni L. concept, there is no bakery product that yields such high returns from such a small area.

SALES DEVELOPMENT OF PRODUCT GROUP (BAKERY)



- increase in sales
- labour cost optimisation
- public relations value / image boost
- setting you apart from your competition
- cross-selling of core product range and GELATO
- punctual delivery by reliable logistic partners
- competent support in planning, organisation and set-up

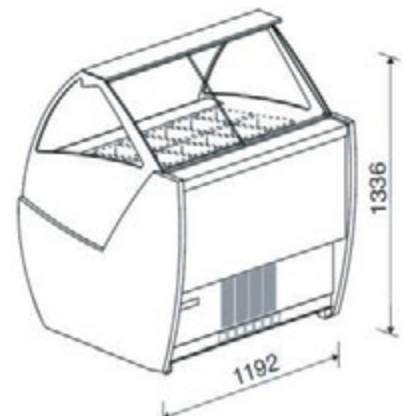
A CONCEPT WHICH ALWAYS FITS

THREE INDIVIDUAL SHOP SIZES

All concepts can be individually adapted to your conditions and your sales area. We would be happy to work with you to create your individual SHOP IN SHOP concept.

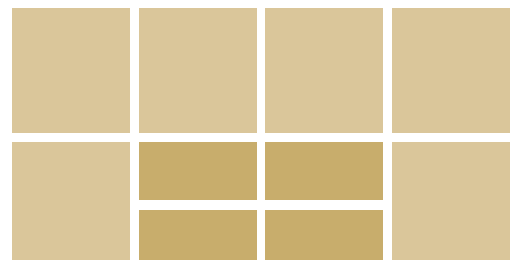


1
PICCOLO



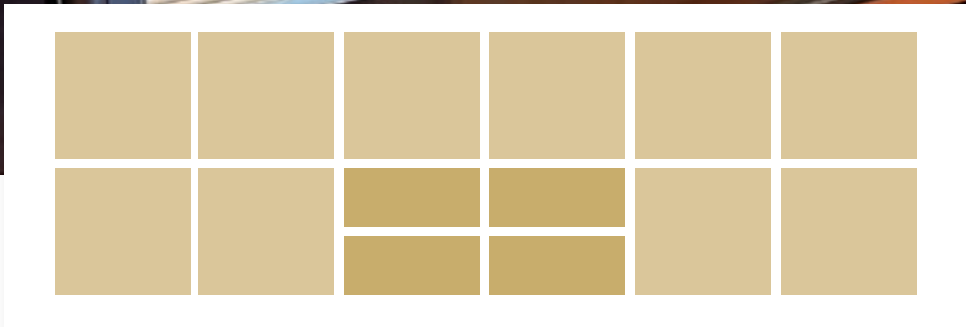
EXAMPLE OF A SHOWCASE 8-12 FLAVOURS

- 4-8 x Classic-Flavours (9 liter)
- 4-8 x Royale-Flavours | Special-Flavours (3.5 liter)



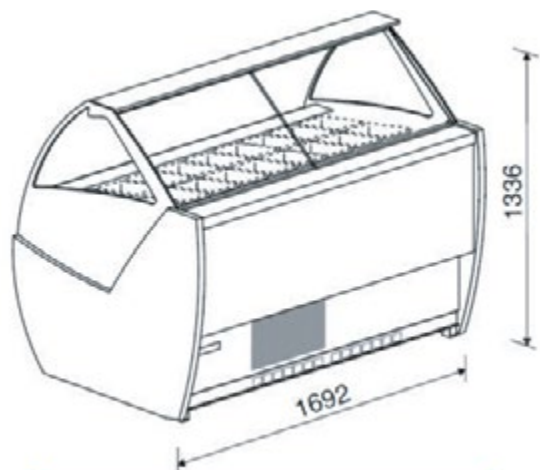


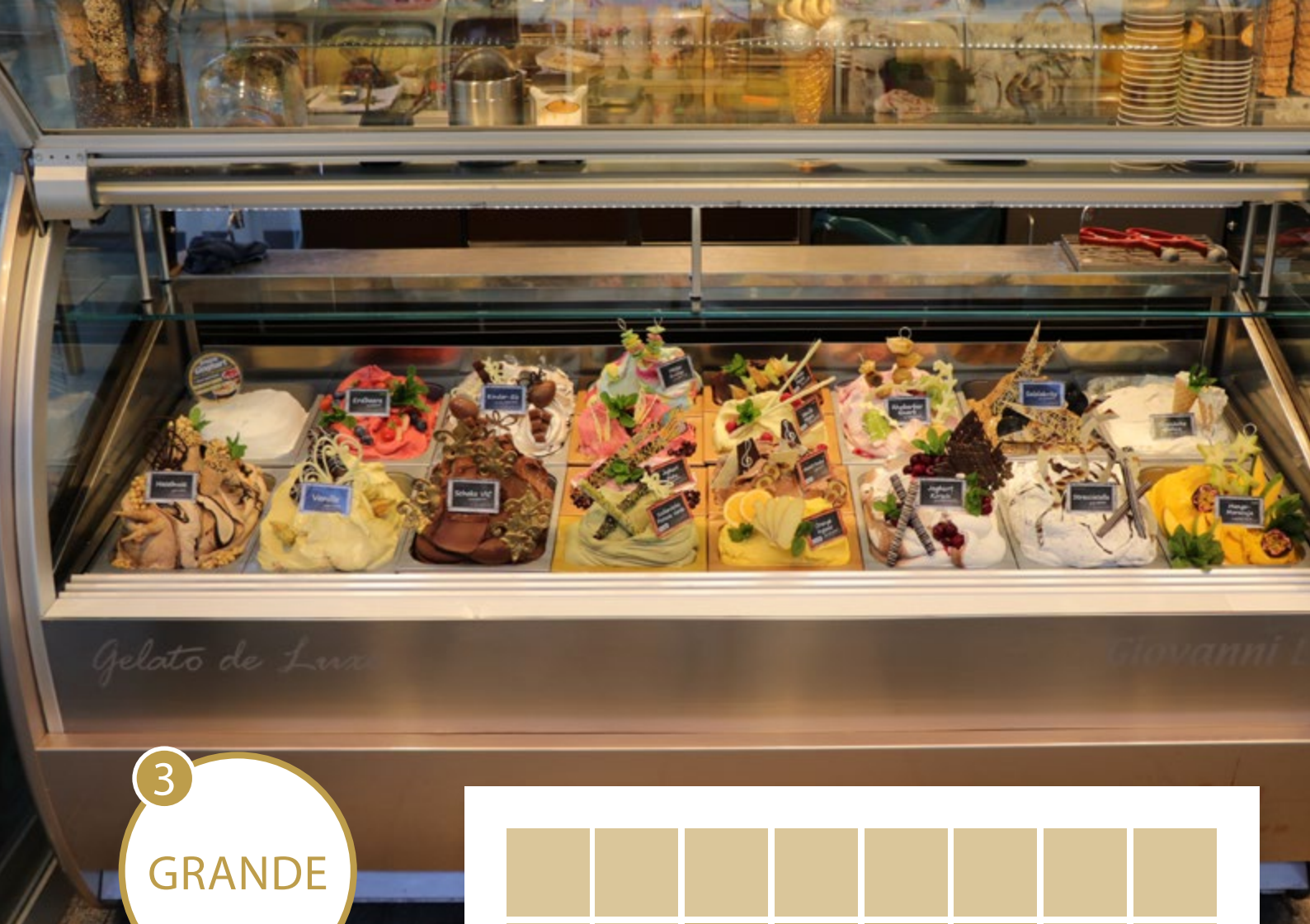
2
MEDIO



EXAMPLE OF A SHOWCASE 12-16 FLAVOURS

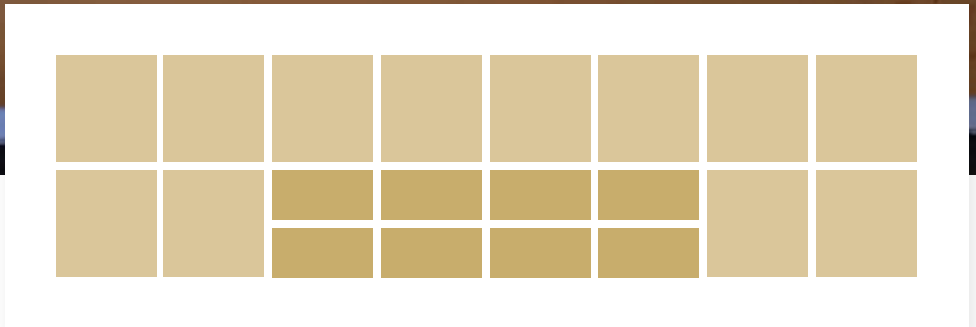
- 8-12 x Classic-Flavours (9 liter)
- 4-8 x Royale-Flavours | Special-Flavours (3.5 liter)





3

GRANDE

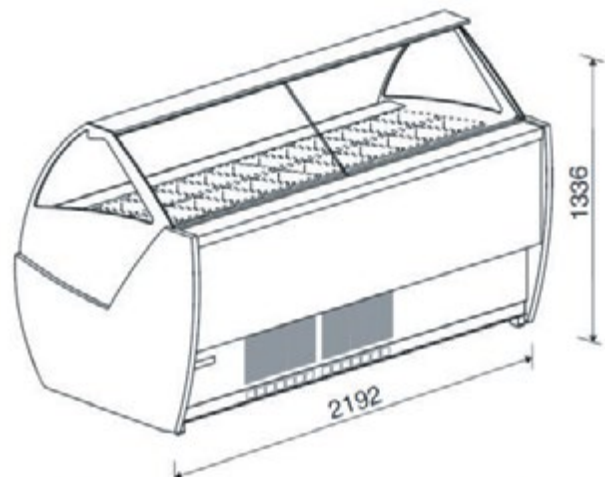


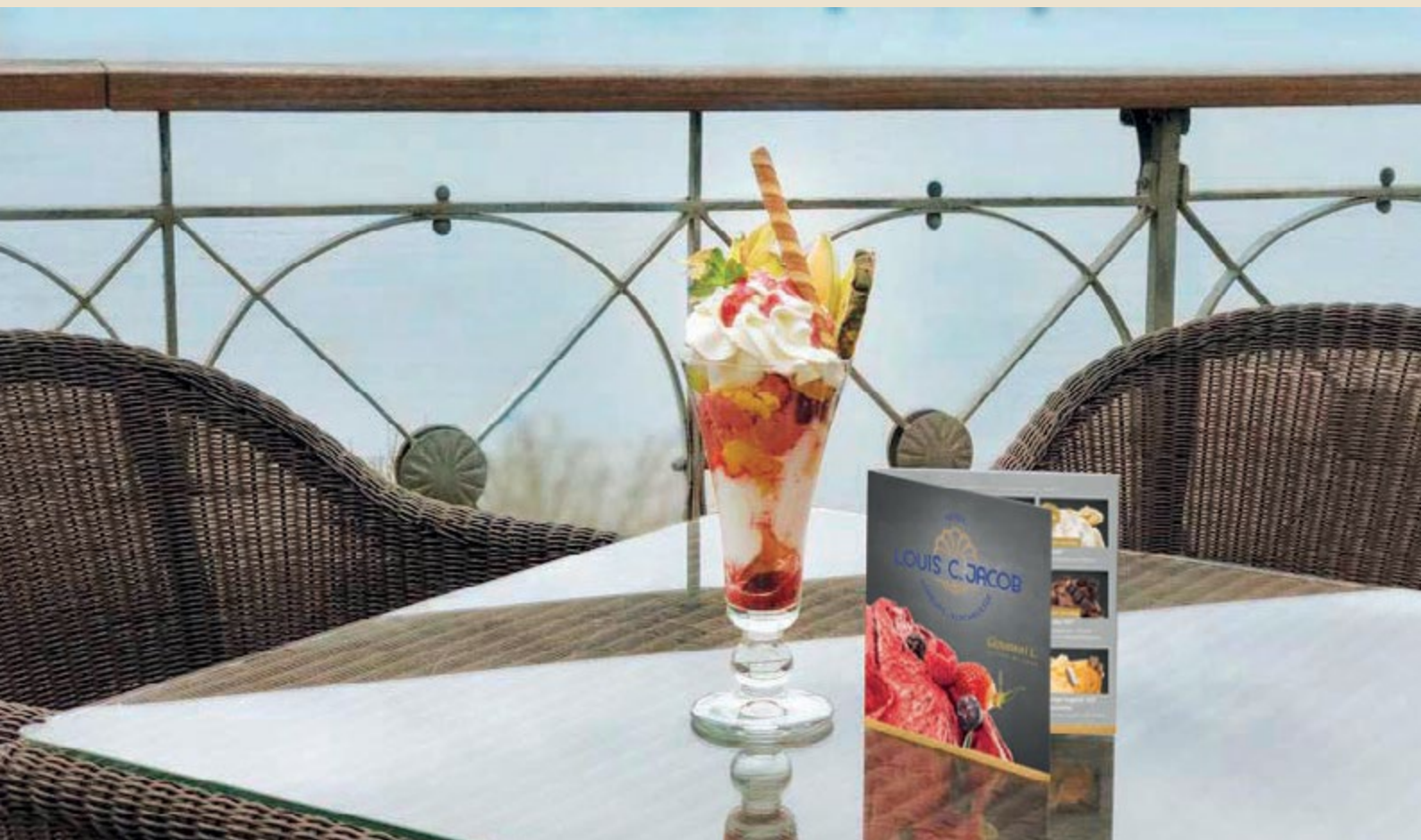
EXAMPLE OF A SHOWCASE

16-20 FLAVOURS

■ 12-16 x Classic-Flavours (9 liter)

■ 4-8 x Royale-Flavours | Special-Flavours (3.5 liter)





CATERING-GELATO

FROM RESTAURATEURS FOR RESTAURATEURS

HIGH QUALITY AT A FAIR PRICE FOR EVERYONE!

WHAT DO YOU GET?

First of all, our GELATO, with the same high quality that has made our cafés and parlours so successful. A GELATO that always contains a little more of the very best ingredients.

We extend discounts and favourable terms to our resellers. So we calculate GELATO cabinets, premium glassware and additional equipment very closely. This makes it easier for you to release the whole value chain to your business. A GELATO is always extra, an additional profit margin.

Have you ever counted the losses of leftovers or spoiled desserts like cakes, creams and tarts? A GELATO sundae can be prepared from any staff member trained on the job. You will always have enough GELATO in stock to survive a high-traffic sunny day. It couldn't be easier to make your customers a little happier.



WHAT ELSE DO WE DO FOR YOU?

As we are restaurateurs, experienced in the world of hotels and restaurants, we have been running restaurants for years and years and now we run our own Giovanni L. cafés and GELATO parlours.

EVERYBODY LOVES GELATO!

Service staff will get compliments all the time (and tips), when GELATO creations are served as a highlight at the end of a menu or just as a little afternoon reward on the terrace.

Customers will remember and may choose your place again, because of Giovanni L. GELATO de Luxe.

THE MENU

FIND THE MENU THAT PERFECTLY SUITS YOUR BUSINESS!

We offer menu templates in different sizes, with all types of crockery and with the scope you need.

There are two seasonal menus (spring / summer | autumn / winter)

We will advise you individually and find a selection that is perfect for you.



The most suitable menu must do more than simply convey information. It must be appetising in every aspect. High-quality images, a creative graphic realisation, a quick overview, a practical format and a tactile experience – all this has an appeal that inspires every guest. Using our experience and your wishes and requirements, we create a customised GELATO menu in a joint-creative-process that blends flawlessly into your offering with a sophisticated design.



The photos can be selected depending on the crockery chosen. Waffle trays | Golden crockery | Preserving-Jar



BENEFIT FROM OUR THREE TRAINING PROGRAMMES

In a cooperation with you we want to see eye to eye. With the experience through our own cafés and various food outlets in the past we understand the language, daily concerns, processes of various types of business' and any problems your team may face. After jointly agreeing on the right programme for your type of business, we offer three options of training:

ONLINE TRAINING

Free of charge from our digital training studio

BUSINESS PORTAL

Free access to our business portal

COACHING ON SITE

A paid visit to your company by our professional coaches

We offer you free online training with a professional coach!

- Appointments can be arranged individually
- Connecting via Microsoft-Teams
- Questions are answered and topics are discussed together
- You determine the training content
- Several partners can join in at the same time

YOUR ADVANTAGES

- No costs for the training
- No travelling and accommodation costs
- No daily wages for your employees

“WELCOME TO OUR DIGITAL TRAINING CAFÉ”



WE WILL BE THERE FOR YOU

OUR COOPERATION PARTNERS ENJOY OUR FULL EXPERIENCE

WE WILL BE THERE FOR YOU



- **Video-based Training Material**
several lessons in German and English
- **Online Training Courses**
from our digital training studio via Microsoft-Teams
- **Coaching & Workshops**
various offers can be booked on request
- **Assistance**
for the initial order and equipment
- **Consulting**
to select the extensive and high-quality accessories (such as dry goods, utensils, crockery)
- **Sundae & Decoration Instructions**
detailed instructions including quantities, supported by additional videos

INFORM YOURSELF AT ANY TIME THROUGH OUR BUSINESS PORTAL



- **News**
find out about new GELATO flavours, trends and product developments
- **Print Data**
to download for various advertising materials
- **New Employees**
our training videos and subsequent knowledge tests simplify familiarisation
- **Useful Forms**
your company will benefit from our hygiene instructions, HACCP protocols, cup instructions and much more
- **Sundae Instructions**
each sundae is explained by means of a cross-sectional drawing, a final picture, a precise recipe including quantities and an instruction video

THE CLASSIC SPRING-SUMMER GIOVANNI L. - 2023

Giovanni L.
GELATO & ICE CREAM

6 Banana Split Classic

Vessel: Gourmet plate, square

Step	Ingredient	Quantity / Unit	vegan
1	Cream	3 dabs	vegan cream
2	Vanilla ice cream	1 scoop	Vanilla vegan ice cream
3	Belgian Milk Chocolate ice cream	1 scoop	Schoko vegan ice cream
4	Yoghurt cherry ice cream	1 scoop	Vanilla vegan ice cream
5	Cream	2 dabs	vegan cream
6	Banana	1 piece	Banana
7	Nut-cocoa sauce	30 g	Chocolate sauce
8	Chocolate shavings, dark	4 g	Chocolate shavings, dark
9	Waffle Roll, dark	1 piece	-

Hint:
Halve the banana in the bowl, then peel it out first and press it tightly against the ice-scoops. Leave space at one end of the plate for the cutlery.

[back to the overview](#)



Video instruction

THE WATCHFUL EYES FOR ...

OUR HIGH QUALITY STANDARDS

Our mission is to offer the best GELATO with the highest specifications and the drive to continuously improve our foundation of quality.

This requires not only first-class ingredients, but also quality control that encompasses all areas of our company. In order to ensure consistently outstanding quality, our quality management team carries out regular process controls and audits from the selection of ingredients and suppliers to the receipt of raw materials, production and release of the final product.

Our most important quality criteria of flavour, appearance, consistency and product safety are of paramount importance to us. To guarantee this, Giovanni L. operates a HACCP system*. Hygiene, cleanliness and tidiness are mandatory requirements for all employees.



hygiene swab on the GELATO machine

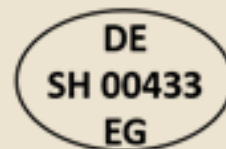
Our quality management monitors the entire production process. In addition to our own checks to ensure personal and operational hygiene as well as sensory tests for flavour deviations, daily microbiological tests of our GELATO for all relevant germs are carried out in an independent, external laboratory



unannounced hand smears

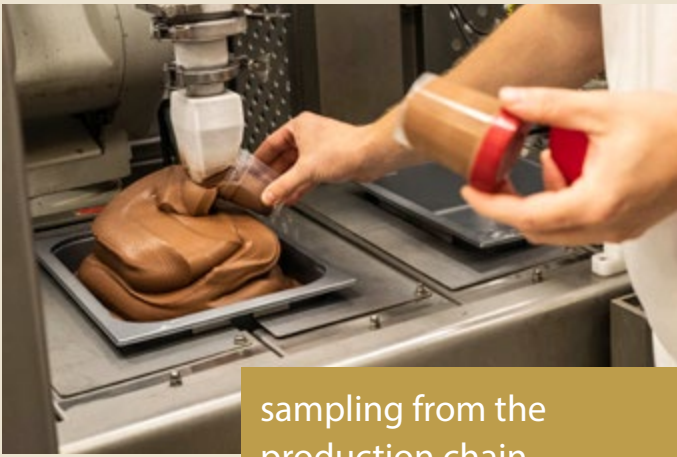


Since 2012, we have been an EU-authorized company that is also permitted to deliver GELATO in larger quantities, into the whole world.



For our entire range, we provide you with specifications, including food law information such as the name of the food, list of ingredients, allergen labelling, nutritional value table, etc. You can also download these from our business portal at any time.

*Hazard Analysis Critical Control Point



sampling from the production chain

...CAREFUL AND VIGILANT CONTROLS AS WELL AS THE CONSTANT ATTENTION OF ALL EMPLOYEES THROUGHOUT THE ENTIRE PRODUCTION PROCESS MAKE OUTSTANDING QUALITY POSSIBLE IN THE FIRST PLACE.

WHAT DOES
VEGAN
MEAN FOR QUALITY CONTROL

Quality management in the production of vegan GELATO flavours requires precision and care. It means the safe selection of plant-based ingredients, strict hygiene standards and clear separation of vegan and non-vegan products. Monitoring and adherence to quality standards is essential to fulfil the expectations of our vegan customers while offering a delicious, ethically responsible vegan GELATO.



WHAT DOES
HALAL
MEAN FOR QUALITY CONTROL

The majority of our GELATO flavours and fruit sauces are halal-certified. They are categorised as 'halal' ('permitted') according to Islamic dietary regulations. Special attention is paid to the raw materials and the production process. For example, we do not use intoxicating alcohol or gelatine in our halal-certified products and only use emulsifiers of vegetable origin. In order to guarantee the halal specifications, our quality management team carries out regular audits of the entire supply chain and the manufacturing process, from the raw material to the final product.

Our products and the manufacturing process are certified by an internationally recognised halal certification organisation, Halal Quality Control (HQC), after appropriate checks have been carried out, assuring customers the certified products are 'halal'.

Our halal certificate gives you an overview of our halal-certified range:



As European food labelling only provides limited information on halal nutrition when shopping, we label our halal-certified GELATO varieties and fruit sauces on a voluntary basis.

OUR PARTNERS





Giovanni L.[®]

G E L A T O D E L U X E

If we got your attention, then we look forward to your response:

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