

**Giovanni L.**<sup>®</sup>  
G E L A T O   D E   L U X E

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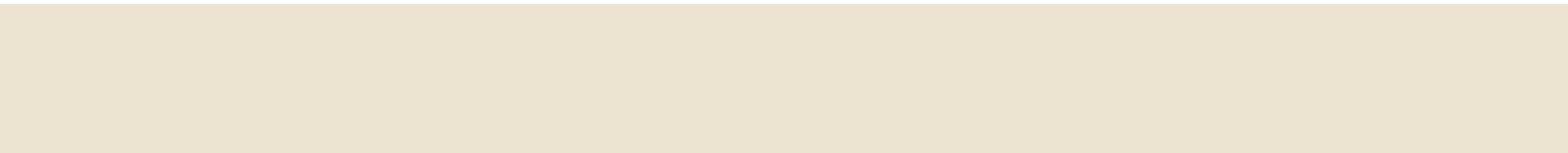
# OUR SECRET - YOUR SUCCESS

FRANCHISE OPPORTUNITIES | SHOP IN SHOP | CUCINA DE LUXE





COMPANY GIOVANNI L.	4
.....	
OUR FLAVOURS & VARIETY	10
.....	
OUR FRANCHISE CONCEPT	15
.....	
OUR SHOP IN SHOP CONCEPT	18
.....	
OUR CUCINA DE LUXE CONCEPT	23
.....	
OUR COACHING TEAM	26
.....	
OUR GELATO MENU	28



# COMPANY GIOVANNI L. ...GELATOMANUFACTURER WITH PASSION

THE DRAMATIC PRESENTATION  
OF OUR SUMPTUOUS  
“GELATOMOUNTAINS” DISPLAYS  
DRAWS CUSTOMER ATTENTION...



...AND THE TASTE DELIVERS  
WHAT THE LOOK PROMISES -  
IT TURNS THEM INTO RETURN  
CUSTOMERS!



### NATURAL INGREDIENTS

Fresh natural ingredients deliver the flavour our ice cream is famous for.

Without artificial colour, flavours or preservatives.



### VEGAN

Our vegan gelato is entirely dairy-free, of course! Our flavour secret is straightforward – nothing but lots of fresh sun-ripened fruit!

Again without artificial colour, flavours or preservatives.



### HALAL-Certification

Most of our ice cream and gelato flavours (43 flavours at the moment plus 4 fruit sauces) meet the strict certification demands of the Halal Quality Control (HQC).



### HOMEMADE SAUCES

We also offer delicious pure fruit sauces to complement our ice cream. Again, nothing but sun-ripened fruit selected for natural sweetness!



### INNOVATION

Our in-house product developers are constantly creating new and innovative ice cream and gelato flavours. Distinctive and vibrant, our flavours are nothing like typical factory-produced ice cream.

Words fail to describe the depth of flavour in our ice cream and gelato. You have to try it for yourself. You'll love the difference!



### WE USE NO INDUSTRIALLY MANUFACTURED INGREDIENTS

Unlike other ice cream producers, Giovanni L. uses only natural raw materials. No industrially manufactured powders, pastes or other additives. All our products are created in our production facility in the heart of Northern Germany. Where we have the expertise and experience to ensure the highest standards through regular taste testing of ingredients and finished products. Close your eyes and one taste will let you recognize the full flavour profile of top-quality ingredients blended with care.



### FINEST INGREDIENTS FROM OUR REGION AND AROUND THE WORLD

We only work with the finest ingredients, whether sourced locally or from around the world. All ingredients must meet our high standard of quality. We care about where our ingredients come from and we know our customers care as well. Because we value tradition, our nougat and marzipan are source locally from the originating town of Luebeck; the fresh milk comes directly from farmers in our region and our sugar is from Germany.

Because we are always looking for the very best ingredients that are not available locally are sourced from around the world. For example, our pistachios and lemon juice come from Sicily, chocolate from Ecuador gives our Stracciatella gelato it's distinctive flavour and richness.



### FRESHNESS

We use only fresh milk processed daily, which comes directly from farmers in the region who are united in a cooperative. Within 20 hours this milk is processed into our delicious gelato.

Our cows enjoy a mild climate all year-round on lush green pastures between the North and Baltic Seas. We only use fresh curd, yogurt and skyr from German producers and strictly avoid milk powder from unknown countries.



GIOVANNI L.

# FACTS



2.000.000

LITERS OF GELATO PRODUCED  
ANNUALLY



300

EMPLOYEES IN SALE,  
ADMINISTRATION AND  
PRODUCTION



4.000 m<sup>2</sup>

PRODUCTION AREA



300

SALES OUTLETS  
LARGE AND SMALL  
WORLDWIDE



100

FABULOUS TASTE



TRADITION SINCE

1961



60

FLAVOURS IN  
STOCK

current state 03/2020

## GIOVANNI L. AND A GOOD FRESH AIR?

### SOMETHING SIGNIFICANT:

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 taste experience on the palate. Which is why for a satisfying taste we use less air in our gelato than other manufacturers.

## WHAT DO YOU BUY AT GIOVANNI L.?

**A gelato with an average addition of 38.5%.**



The average addition of air compared to our competitors:

	Carte D'Or	Langnese	Nestlé Schöller	Mövenpick	Giovanni L.
Air impact	102,10 %	103,43 %	98,51 %	74,13% %	38,5 %

## GIOVANNI L. AND SUSTAINABILITY?

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

	Carte D'Or	Nestlé Schöller	Mövenpick	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

This list could go on...

*Calculation based on the information of the different companies on their websites (February 2019); Gastronomy ice cream (5 liter): "Vanilla", "Strawberry" and "Chocolate" of the brand "Carte D'Or" (Unilever), "Chocolate", "Strawberry" and "Vanilla" of the brand "Langnese" (Unilever), "Vanilla", "Strawberry Cream" and "Choco Choco" of the brand "Mövenpick" (Froneri Schöller), "Chocolate", "Strawberry" and "Vanilla" of the brand "Nestlé Schöller" (Froneri Schöller) and "Choco Vic", "Strawberry" and "Vanilla" from "Giovanni L."*



# MOUNTAIN-GELATO

FOR OUR FRANCHISE AND SHOP IN SHOP PARTNERS

Royale  
3.5 liter



Classic  
9 liter



How is our gelato delivered?

It will reach you frozen in stackable boxes, airtight sealed with a shelf life of 24 months.





CUCINA

# OUR CATERING PANS

FOR OUR CUCINA DE LUXE CUSTOMERS

Classic  
5 liter



The resealable 2.5 and 5 liter boxes are hygienic, stackable and ideally suited for the preparation of gelato sundaes. Due to their standard size, they fit in every freezer case.

**Shelf life: 36 month.**

Royale  
2.5 liter



# OUR FLAVOURS

## AN OVERVIEW



Our classic flavours are all time favourites - perfect in taste and consistency. They are made according to traditional recipes.



Royal flavours are made from specialty ingredients and particularly complex recipes. With these flavours you can offer your customers a unique taste experience.



Our special flavours are prepared according to the most extraordinary recipes. These special flavours are inspired by the season or by places from around the world offering a culinary taste adventure. The special flavours are only produced seasonally and in limited quantities.

## VEGAN FRUITSORBETS



WITHOUT ARTIFICIAL FLAVOURS, AROMAS, COLOURINGS AND PRESERVATIVES



**Strawberry**  
the fruity all time favourite



**Tahiti Lemon Basil**  
with Tahitian lime and basil



**Lemon**  
with pure lemonjuice from Sicily



**Mango Passion Fruit**  
sun meets exotic taste



**Wildberries**  
very berry



**Raspberry**  
with homemade raspberry sauce

OUR  
**CLASSIC**  
 FLAVOURS



**Red Fruit Jelly**  
 North German berry - vanilla  
 dessert



**Children's Gelato**  
 white chocolate with nut-nougat-  
 spread



**Hazelnut**  
 from roasted hazelnuts



**Yogurt Cherry**  
 with natural yogurt and choco  
 crunch



**Stracciatella**  
 with origin Ecuador chocolate



**Choco VIC**  
 for chocoholics – very intensive  
 chocolate



**Belgian Chocolate**  
 with crispy chocolate chips



**Vanilla**  
 the yummy all time favourite



**Dulce de Leche**  
 Argentinian specialty from  
 milk-caramel



**Eggnog Stracciatella**  
 eggnog and origin Ecuador  
 chocolate



**Spanish Cream**  
 for cream freaks - gelato with  
 47% cream



**Walnut Caramel**  
 caramelized walnuts and caramel  
 sauce



**Elderberry & Semolina**  
 inspired by the best German  
 winter dessert



**Cookies & Cream**  
 cocoa biscuits filled with cream  
 and chocolate gelato

# WITHOUT COLOURS AND PRESERVATIVES



**Syr with Elder- & Blueberries**  
original Arla Skyr with homemade elderberry- & blueberry sauce



**Black & White**  
dark chocolate meets white chocolate



**Syr with Apricot**  
original Arla Skyr and homemade buckthorn sauce



**Red and White**  
strawberry and white Belgian chocolate gelato



**Malaga**  
with homemade rum-raisin sauce



**Sunflower**  
with roasted sunflower seeds, an alternative for nut intolerance



**Rhubarb Quark**  
with homemade wildberry sauce



**Mister Knister®**  
lemony crackle fun



**Miss Pinky**  
for our little princesses



**Marzipan**  
original marzipan from Lubeck, Germany



**Coconut Kiss**  
with homemade cocos almond sauce



**Banana Choc**  
banana meets chocolate gelato



**Blueberry and Yogurt**  
blueberry meets gelato with natural yogurt



**Almond Cinnamon**  
roasted almonds and cinnamon



**Frozen Yogurt**  
with over 40% natural yogurt

OUR  
**ROYALE**  
 FLAVOURS



**Nut Nougat**  
 from roasted hazelnuts with  
 homemade nougat sauce



**Blueberry Muffin**  
 American cake classic



**Mozart**  
 the famous praline



**Espresso Macchiato**  
 frozen espresso and milk foam



**Pistachio**  
 our famous world cup gelato



**Lemon Cheesecake**  
 with lemon flavour and biscuits



**Yogurt Poppy Seeds**  
 natural yogurt and homemade  
 cranberry sauce



**Salted Toffee Crunch**  
 salted caramel, chocolate chips,  
 caramelized almonds and hazel-  
 nuts



**Royal Mint**  
 triple mint with a hint of  
 chocolate



**Orange Ginger with Coco-  
 nut**  
 with homemade coconut sauce



**Peanut**  
 with chili chocolate



**Vanilla Vegan**  
 no soy-, almond- or rice milk



**Chocolate Vegan**  
 like Choco Vic, but without milk

# ROYALE - SPECIAL FLAVOURS

EXTRAORDINARY EXPERIENCE OF TASTE



**Salt Licorice**  
with salt licorice sauce



**Honey Lavender**  
with Sicilian lemon and rosemary



**Dual Balsamico**  
with homemade strawberry sauce



**Hemp**  
with roasted hemp seeds



**Hokey Pokey**  
New Zealand specialty with  
honey, caramel and cream



**Eucalyptus Cranberry**  
with homemade cranberry sauce





# FRANCHISE

WE PROVIDE THE QUALITY  
PRODUCT AND YOU REAP  
THE SUCCESS

After years of experience with Gelato de Luxe and its diversified location portfolio, Giovanni L.-Gelato de Luxe has developed an extensive expertise in the construction and operation of ice cream cafés and parlours. From initial investment, through food cost to sales revenues, we've got it worked out.

Giovanni L. provides its franchise partners with everything you'll need to execute our concept.

From our premium ice cream cabinet, counter technology, and all consumable and decorative materials. Everything you'll need from a single source. All of 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 franchise partners.

# YOUR SELF EMPLOYMENT WITH GIOVANNI L.

## OF COURSE, WE ALSO EXPECT SOMETHING FROM YOU:

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?

- 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
- a sense of responsibility
- sufficient capital



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. We analyze them personally.

## GELATOCAFE

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

## EXPRESS (TO-GO)

	shopping center	urban location
space	10–30 m <sup>2</sup>	20–30 m <sup>2</sup>
storage area	approx. 10 m <sup>2</sup>	approx. 10 m <sup>2</sup>
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.



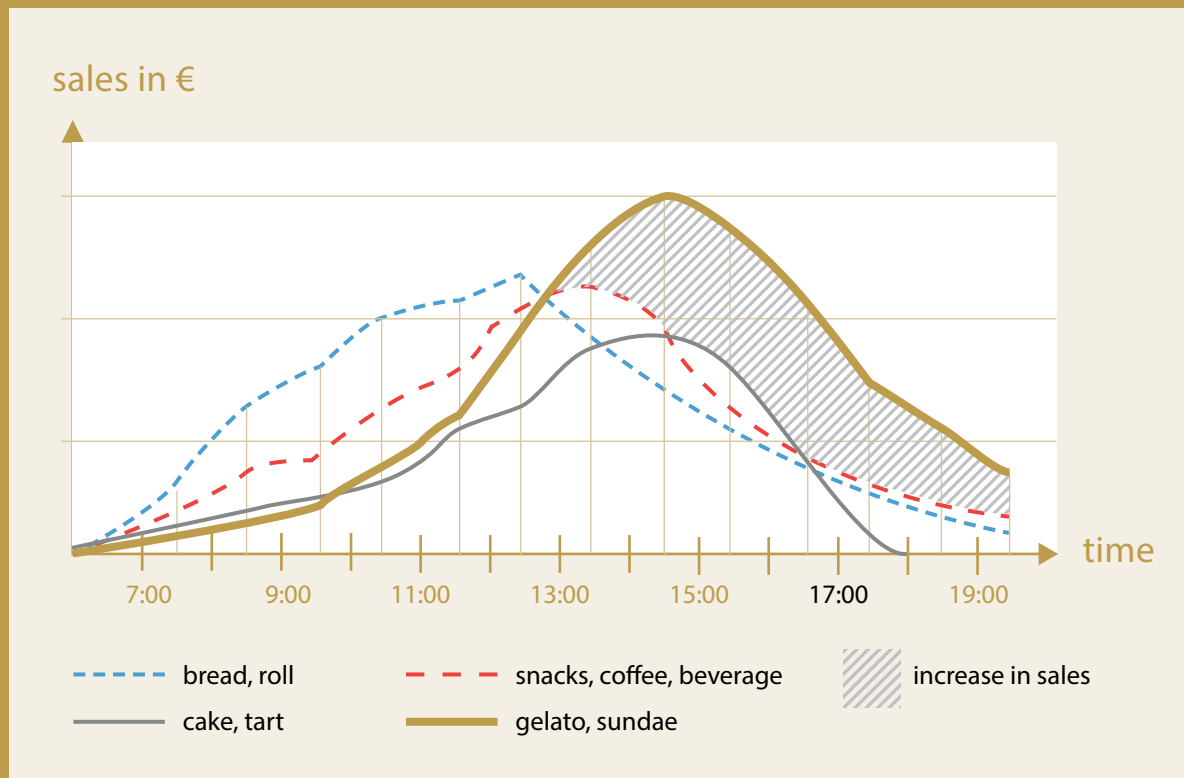
# SHOP IN SHOP

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
- optimize personnel
- public relations value / image boost
- differentiation from competition
- cross-selling of core product range and gelato
- punctual delivery by reliable logistic partner
- competent support in planning, organization and set-up

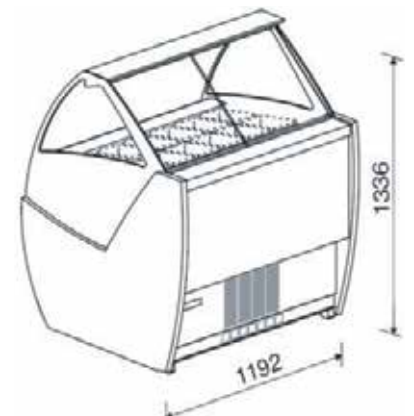
# A CONCEPT WHICH ALWAYS FITS

## 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.



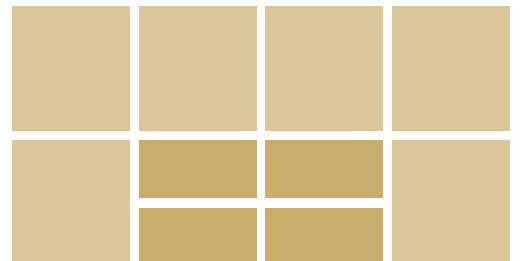
1  
PICCOLO



## EXAMPLE OF A SHOWCASE 8-12 FLAVOURS

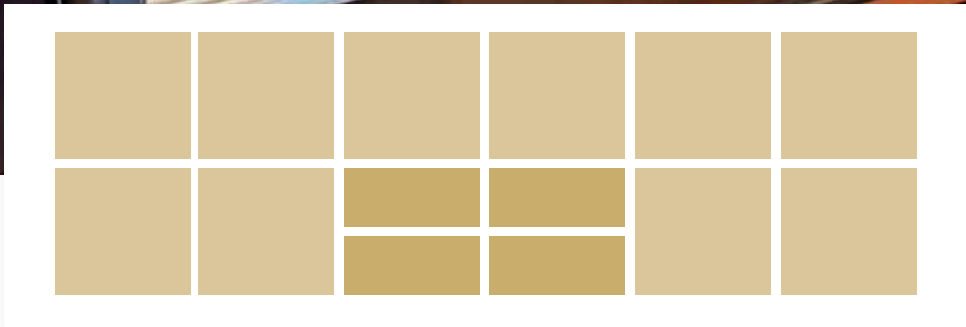
20

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



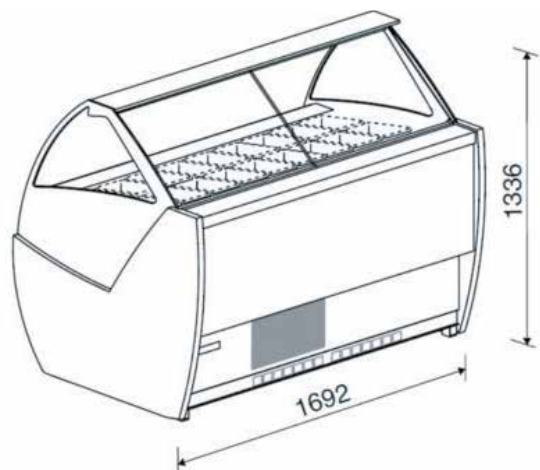


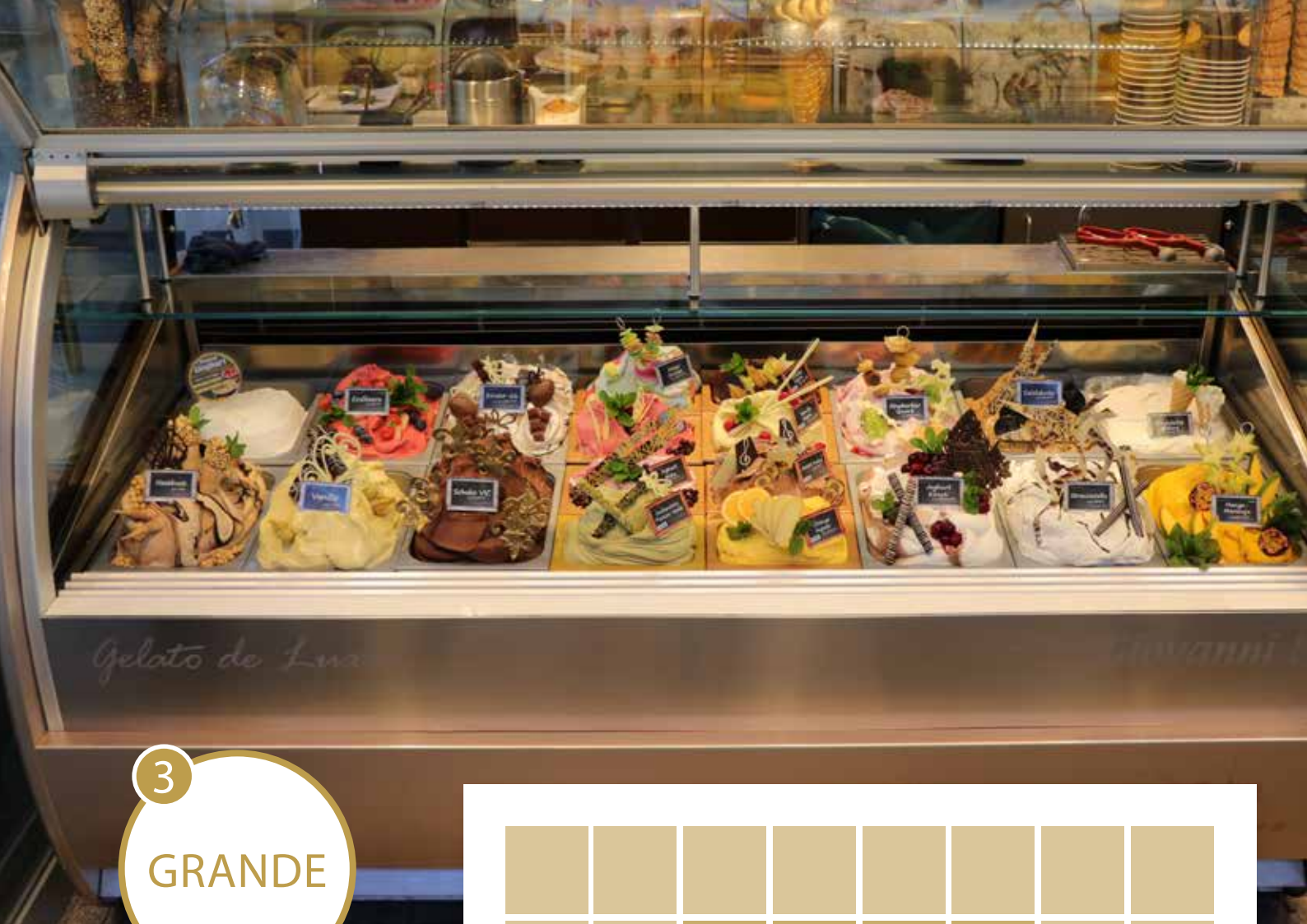
2  
MEDIO



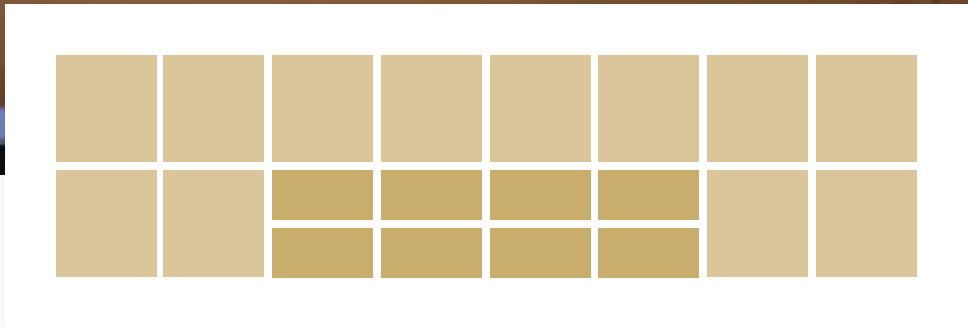
## EXAMPLE OF A SHOWCASE 12-16 FLAVOURS

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



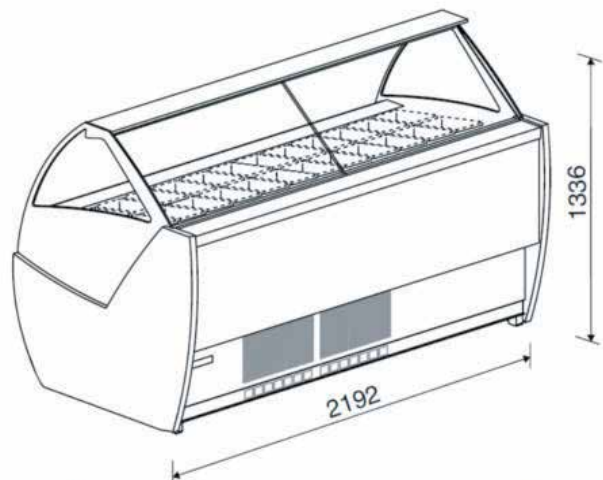


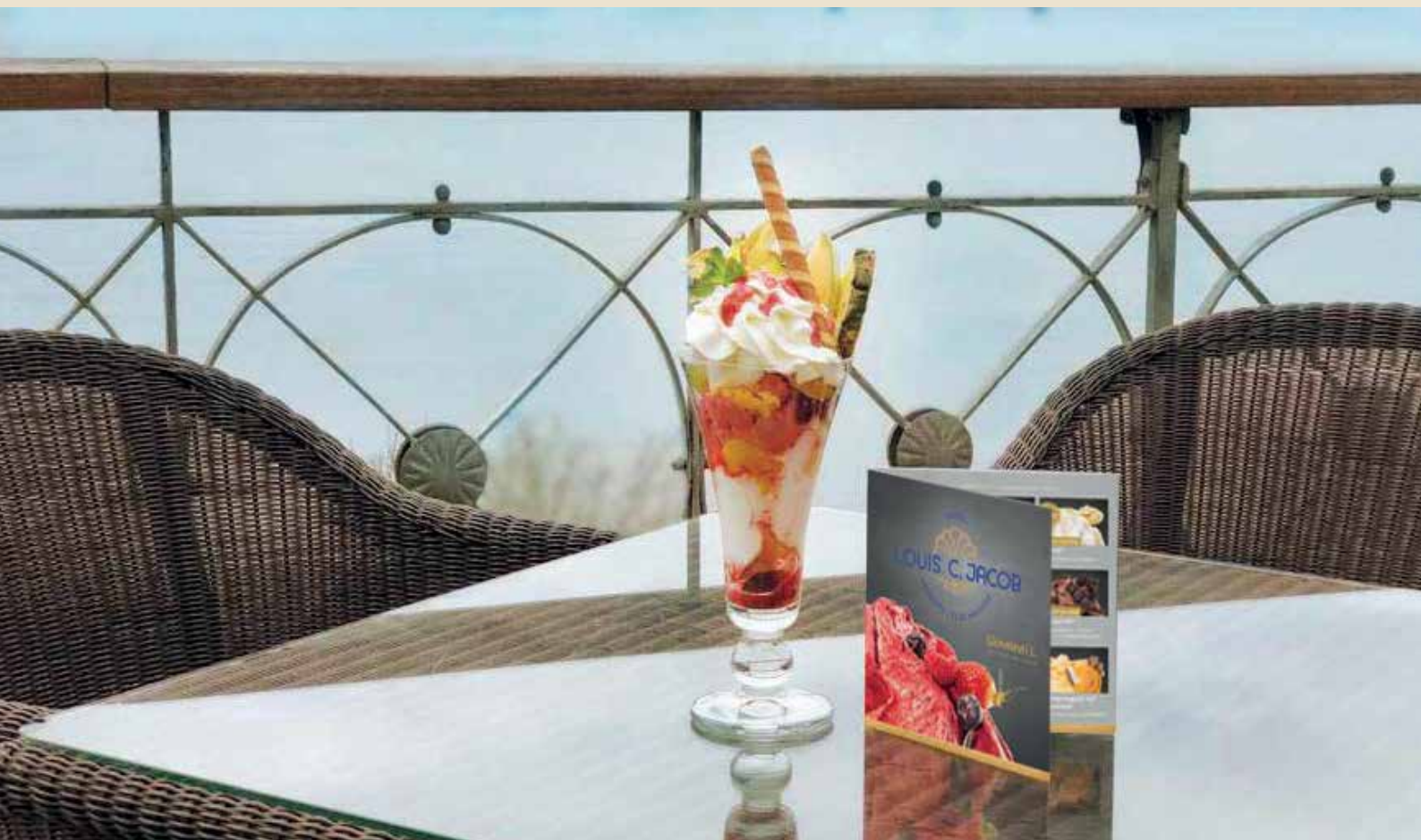
3  
GRANDE



## EXAMPLE OF A SHOWCASE 16-20 FLAVOURS

- 12-16 x Classic-Flavours (9 liter)
- 4-8 x Royale-Flavours | Special-Flavours (3.5 liter)





# CUCINA DE LUXE

FROM RESTAURATEURS TO 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 gelato parlours so successful. A gelato that always contains a little more of the very best ingredients.

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

Have you ever counted the losses of leftover or spoiled dessert articles 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, trained in the world hotel and restaurant business, 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 patio.

Customers will remember and might choose your place again because of Giovanni L. gelato de luxe.



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# EXTRAORDINARY & CREATIVE DESSERT VARIATIONS

- Highly qualified product development department
- Cooperation with resellers to meet their needs in the creation of gelato sundaes



## FOODPAIRING

Whether asian, mediterranean or international cuisine: Giovanni L. product development will be happy to put together combinations for you and your menu.

Make use of Giovanni L.'s many years of experience and expertise! Combine a delicious crème brûlée with a scoop of Tahiti Lemon, refine a sumptuous chocolate torte with a scoop of vanilla ice cream. The possibilities of foodpairing are limitless and enrich the local cuisine as well as your menu.

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# WE WILL BE THERE FOR YOU

## OUR SERVICE IN DETAIL:



### OUR GIOVANNI L. QUALITY MAKES THE DIFFERENCE



- Our own prime gelato flavours for all varieties of gastronomy
- differentiation from competitors through extraordinary quality
- own product development
- ongoing redevelopment
- high degree of brand popularity
- many years of experience
- wide range of high-quality equipment (dry goods, cabinets, dishes...)



### WE WILL BE THERE FOR YOU



- video-based training material (4 hours in German and English)
- skilled coaching team to support our partners
- archive of high quality images for the creation of print advertising for a gelato menu
- offer of workshops for system customers
- assistance with the first order and equipment
- instructions for the making of sundaes
- instructions for decoration

## and additionally for our shop in shop and franchise partners:

- training before opening in flagship-store by our skilled coaches
- supervision at the opening
- location analysis
- profitability calculation
- investment assessment
- design and interior planning
- funding plan
- assistance for financing transactions
- negotiation of lease agreements
- assistance for personnel planning
- etc.

# OUR COACHING TEAM



Our coaching team supports and guide you professional and flexible as much as you like it, to turn your business into a smooth operation.

Our team of highly-motivated and competent coaches will visit you at your business.

The coaches will be there to speak and listen to you. They will advise you in all issues of optimal planning: warehousing, equipment and preparation lists. We will support you with the help of four hour-long video tutorials. Those videos include lots of tips to handle your business every day. Topics like customer service, work behind the counter, preparation of sundaes, technology, decoration etc.

Each sundae has its own easy-to-understand page in the training tablet, a picture including a diagram of the product and instructions.



We wish you many satisfied guests, great sales and additional income for your business

Yours

*Sabine & Jörg Fischer*

# THE MENU



A gelato menu has to do more than just convey information. It has to stimulate your appetite to create an immediate desire . High-quality images, creative graphic design, clarity and a tactile experience all combine to inspire every guest.

OUR  
**FRANCHISE**  
 MENU



With our experience and your goals, we create an ice cream menu in a joint creative process tailored to your unique situation.

The durability of our standard gelato menu is an important feature. The cover and the synthetic paper is wipeable and extremely robust. To prevent rapid wear, the corners of the menu are reinforced with brass. The pages are pre-drilled to give you the opportunity to integrate individual products or seasonal offers into the menu as quickly as possible.





OUR LITTLE GELATO MENU - FIND THE MENU THAT SUITS YOUR BUSINESS PERFECTLY! ONE THAT FITS YOUR KITCHEN, SERVICE, SPACE AND CUSTOMERS.





## Kreiere Deinen eigenen Becher

Markierte Sorten sind immer vorrätig!

<b>GELATO</b> je Kugel	1,50 €
<b>SAHNE</b> eine Portion	1,20 €
<b>SAUCE</b>	1,00 €
<ul style="list-style-type: none"> <li>- Nuss-Nougat-Sauce</li> <li>- Caramelsauce<sup>®</sup></li> <li>- hausgemachte Erdbeersauce<sup>®</sup></li> <li>- hausgemachte Maracujasauce<sup>®</sup></li> <li>- hausgemachtes Sauerkirschragout</li> </ul>	
<b>TOPPING</b>	1,00 €
<ul style="list-style-type: none"> <li>- weiße Schokoraspel<sup>®</sup></li> <li>- dunkle Schokoraspel<sup>®</sup></li> <li>- Haselnusskrokant<sup>®</sup></li> <li>- bunte Streusel<sup>®</sup></li> </ul>	

Deluxe Tipp

Mit Eierkürz verfeinern

| + 2,00 €

KUNDENINFORMATION: 0 glutenhaltig | 11. Inhalt | v. wegran 215412510101 | 1 Farbstoffe | 2 Konservierungsstoffe

**KOKOS-KIRSCH | 7,50 €**

Dulce de Leche<sup>®</sup>, Joghurt Kirsch<sup>®</sup>, Vanille-Eis, Kokosbananen, hausgemachtes Sauerkirschragout, Sahne, Caramel<sup>®</sup>- und Nuss-Nougat-Sauce, Schokoaufleger<sup>®</sup>

**HEISS AUF EIS | 5,90 €**

Vanille-Eis, Sahne und warme Sauce nach Wahl: Hausgemachte Erdbeer- oder Maracuja-sauce, Sauerkirschragout oder Nuss-Nougat-Sauce

**ÜBERDOSIS SCHOKI | 6,90 €**

Schoko VIC-Eis, Sahne, Nuss-Nougat-Sauce, Schokokuchen, Vollmilchschokoladenstückchen, dunkle Schokoraspel, Schokoaufleger<sup>®</sup>

**ROYAL MINT | 7,90 €**

Schoko VIC<sup>®</sup>, Royal Mint<sup>®</sup>, Straciatella-Eis, Sahne, Nuss-Nougat-Sauce, After Eight-Kuchen, After Eight-Plättchen, weiße und dunkle Schokoraspel, weiße Schokosauce, Schokoaufleger<sup>®</sup>

**CATWALK DELUXE | 8,90 €**

Erdbeer<sup>®</sup>, Mister Knister-Eis, Milch, hausgemachte Erdbeersauce, hausgemachtes Himbeerragout, Baiser, weiße Schokosauce, Marshmallows<sup>®</sup>, Schaumwaffel<sup>®</sup>, bunte Streusel<sup>®</sup>, Sahne, Saure-Schlange<sup>®</sup>, Kokoscreme

Gelato-Shake

ZUSATZSTOFFE: 1 Farbstoffe | 2 Konservierungsstoffe

Choose a menu size to fit all your sundae needs.







# OUR PARTNERS

**BACKRING NORD**

Wir liefern die guten Zutaten



**OSIANDER.de**  
Bücher seit 1596



OstseeResortDamp  
MEIN LIEBLINGSORD

**dodenhof**

**porta!**



**GOSCH**

SYLT



**THE MADISON HAMBURG**

HOTEL

**WEISSENHAUS**  
GRAND VILLAGE  
RESORT & SPA AM MEER



**LOUIS C. JACOB**



**CARLS**  
AN DER ELBPILHARMONIE

**Westfalen**



ROMANTIK HOTEL  
KIELER KAUFMANN

**Le MERIDIEN HAMBURG**



ALTER MEIERHOF  
vital hotel  
\*\*\*\*\*

BÄCKERISTO

**COYACAN**  
sunamerican bar & kitchen

طعام وشراب  
**FOOD & BEVERAGE**

**Hofgut**

**CHOCION**  
HEAVEN ON EARTH



STRANDRESTAURANT  
**Seeblick**  
CAFÉ • RESTAURANT • BAR



**WIENER Cafehaus**



**Aposto**



# YOU CAN FIND US HERE



*About 300 sales outlets from small to large worldwide.*

current state 03/2020

● Bakken/  
Kopenhagen



● Zürich



● Wien



● Söller /  
Port Söller



● Riad



● Al-Khobar



# *Giovanni L.*<sup>®</sup>

**G E L A T O   D E   L U X E**

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E-mail: [vertrieb@giovannil.com](mailto:vertrieb@giovannil.com)