



Il Gelato Originale





Gelato and Sorbetto

- ✓ Gelato refers to a product than contains fat, generally from milk, cream or butter. There may be fruit gelato, and this is often the case in northern Italy.
- ✓ Sorbetto refers generally to a typically southern italian way of producing fruit ice cream without the presence of fat. We generally prefer this solution for fruit flavours.



Field of activity and corporate structure

- ✓ Cremeria Milano is a brand belonging to Food&Frozen s.r.l., a holding based in Milan (Italy) that controls our operative entities in Italy, the Czech Republic, Slovakia and Turkey.
- ✓ Food&Frozen s.r.l. belongs to the Benucci family through Tridentina s.r.l. and private shareholders.
- ✓ Under the brand Cremeria Milano we produce and sell ice cream, and operate bars.
- ✓ The executive arm of the group is Guido Benucci, an Italian citizen with work experience in Italy and part of Western Europe.
- ✓ The business was established in Prague in 2001.
- ✓ Our activities are either operated directly or franchised. Beside the franchise concept we also sell our ice cream to wholesale customer, especially in the Czech Republic.





Locations in Europe

- ✓ Italy: Through Cremeria Milano s.r.l. a large coffee shop and ice cream parlour in Trento.
- ✓ Czech Republic: Through Seltec s.r.o. an ice cream parlor and a net of about 40 wholesale clients, among which most of the large hotels of the city.
- ✓ Slovak Republic: Through a franchise agreement we supply raw materials, machinery and know-how to a large F&B operation in the city center.
- ✓ Turkey: Two shop in Istanbul directly operated, four other franchised, and wholesale activity.



Locations in Istanbul

- ✓ Bebek
- ✓ Caddebostan
- ✓ City's Shopping Mall Mahalle
- ✓ İstiklal Caddesi
- ✓ Nişantaşı
- ✓ Şaşkınbakkal
- ✓ Palladium Shopping Mall

*Cremeria
Milano*





Concept and product

- ✓ Gelato is a very big business in Italy and in various other European countries. It may be generally divided into two categories: industrial and home made. Home made gelato, in Italy, goes under the name of “gelato artigianale” and the law requires the owner of a shop to produce the ice cream “on site” in order to label his product as such. Nevertheless the role of the raw material industry, also in the field of home made gelato is such that generally speaking 90% of “gelato artigianale” is no longer produced with natural plain and simple ingredients.
- ✓ **Cremeria Milano, from the beginning, does not use anything else then natural and simple ingredients, and tries to bring about a product long disappeared from most of Italian ice cream parlours.**



Ingredients

- ✓ As a general rule Cremeria Milano uses **only natural, simple and best quality ingredients** and we may say that our gelato is produced with a mixture of milk, cream, sugar, egg and natural flavour whereas sorbetto is a mixture of water, sugar and fruit.
- ✓ The difficulty lies in balancing the presence of sugar, fat and proteins in the ice cream. The balancing of the three components, is the key to a successful product and can be solved either by using premixed industrial bases or by the mastering of the ice cream art.

A close-up photograph of a round, yellow, textured cookie. A slice of orange is placed on top of the cookie, showing its segments and the white pith. The background is a plain, light gray. The text "Thank you." is centered on the cookie in a bold, black, sans-serif font.

Thank you.



Contact: Günseli Atılgan
gunseli@cremeriamilano.com