

Stickhouse
franchising
opportunity



Stickhouse[®]
Italian Handcrafted Gelato

1. History
2. The concept
3. Our values
4. Business key factors
5. Target
6. Our mission
7. Products
8. Formats
9. Our services



1. History

Gelato represents one of the most famous and successful Italian histories worldwide. The art of making gelato in Italy has been a family business for a long time, indicative of great passion and creativity handed down from father to son. By the early 1950's the industry spotted this market and decided to enter this business.

In order to call attention to their products, they brought in some important innovations, among them the most peculiar was the so called "walking ice cream" a milk based ice cream coated with chocolate whose distinctive feature was to be on a stick. It turned out to be an instant success; even though true artisan gelato was something else in taste and quality.

The ice cream industry and artisan gelato developed their own successful history in the following years.

It took another 50 years to get to a new, revolutionary innovation based on a carefully considered but simple idea: what about putting freshly made artisan gelato on a stick?

After years of studies and experiments, in 2009 a new project is presented to the market that allows each ice-cream shop to produce a high quality **artisan gelato on a stick** according to the best Italian tradition: **daily made** with genuine ingredients. A great tradition has been reinvented thanks to **Italian creativity** and technology, and a new **franchising project** was born: **Stickhouse**. Thanks to its originality, this successful project spread and grew fast in the market.

In 2018 Stickhouse decides to insert an innovative proposal: fresh ice cream, prepared in front of the customers and served in cone and cup.



2008. The first shop (Alassio - Italia)



2. The concept

Stickhouse is the first concept that offers **Italian Handcrafted gelato on a stick** that unlike industrial ice cream does not contain air.

The offer also includes other products based on gelato, such as Shakes, Granitas, Frozen Desserts (snacks and cakes) and original proposals such as hot chocolate “on stick” and Waffles.

To offer our estimators a broader proposal, we have recently included in our concept the SCOOP, the fresh ice cream prepared in front of the customers and served in cone and cup always prepared with the best ingredients.

COMPETITIVE ADVANTAGES

- **QUALITY:** selected ingredients
- **GENUINITY:** no preservatives, artificial coloring or flavoring
- **FRESHNESS:** daily production according to the needs of the sales point
- **TASTE:** thanks to the quality and genuineness of raw materials Stickhouse gelato offers an authentic taste.



The artisanal production

GELATO ON A STICK

The processing is handmade but assisted by dedicated machines **easy to use** that ensure optimal results.

The production can be organized in the laboratory attached to the sales point or in a separate laboratory.

FRESH GELATO:

It is produced **directly in the shop**, in the batch freezer in front of the customer.

The laboratory is not needed.



"We are committed to providing a genuine product, every time."

3. Our values

NATURALLY DELICIOUS GELATO

Water, milk, sugar, protein, and vegetable fibre.
The ingredients' list is as short as possible.
No artificial emulsifiers, colourings, preservatives
or flavouring.





ARTISANAL, YET HIGHLY INNOVATIVE

Stickhouse makes **quality gelato respecting the artisanal tradition** with carefully selected raw materials;

Thanks to a constant research Stickhouse is able to propose original tastes, **100% authentic** with no dilution and no artificial flavoring.



DESIGN AND CREATIVITY 100% MADE IN ITALY

With Stickhouse you can enjoy a **UNIQUE creative experience!** Apart from choosing among a wide variety of flavors and combinations, you can also personalise your gelato as you wish with scrumptious chocolate or rich topping.



DAILY PRODUCTION

Thanks to the simplified production process, the gelato is made fresh daily, according to the needs, to offer exquisite and tasty products.



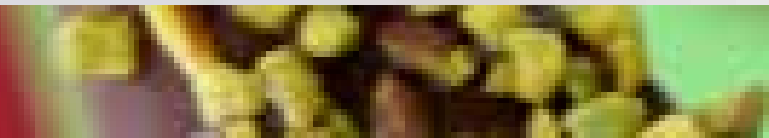
4. **Business** Key factors

PRODUCT

- Large variety of flavors
- Customized Decoration and Topping
- Natural and healthy ingredients
- Easy to prepare

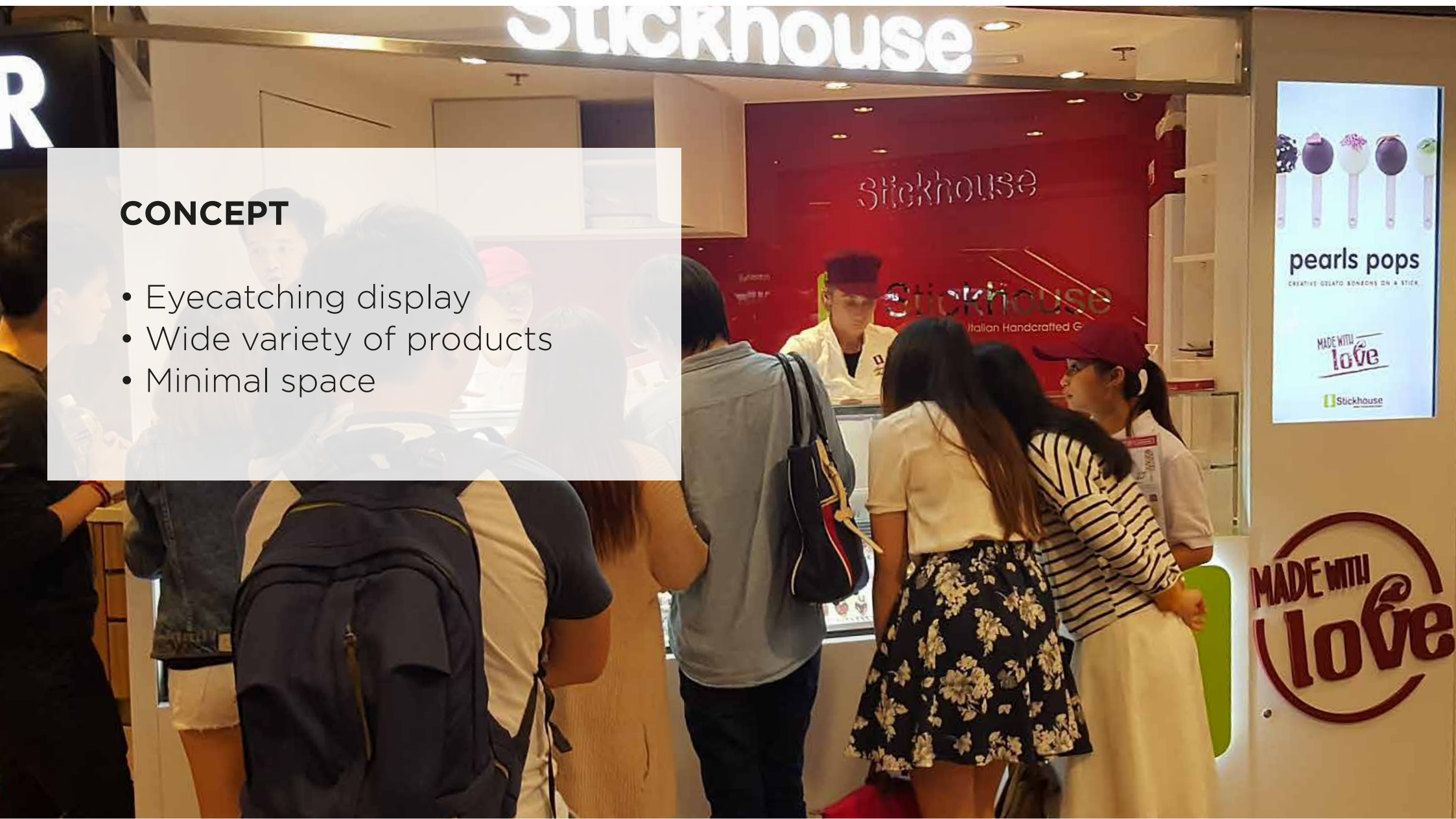
BUSINESS

- Exact Serving size
- No leftover nor wastage
- Accurate costs control
- High margin



CONCEPT

- Eyecatching display
- Wide variety of products
- Minimal space



MADE WITH
love

5. Target

Our products suit any market sector, age and gender.

- Parents, caring for their children to have genuine and healthy foods
- Children and youngsters, caught by colorful products on display
- Adults looking for quality and trendy products





6. Our Mission

“Stickhouse offers a unique
creative experience
satisfying the desire for **sweet** and **healthy** treats.
...And makes you **happy!**”



7. Products

SORBETS and GELATO



FRUIT SORBETS

- > made with any juicy fruit allowing a very rich list of flavors
- > no dairy products
- > no sucrose sugar



CREAMY GELATO

- > made with fresh milk and cream
- > available in different flavors



CUPIDO

Sorbet or Gelato with a delicious filling.



TRIO

Three flavours Sorbetto

CHOCOLATE DIPPING
dark, milk or white chocolate

TOPPING
Chopped pistachios, almonds, hazelnuts,
coconut or other sweet treats.



DESSERT



STICK MERENDA

A delicious combination of fluffy rice cake blended with gelato, covered by crunchy chocolate (dark, white or milk) and decorated with chopped nuts.

PEARLS POPS

Stick House Gelato pearls on a stick.



PEARLS

Stick House Gelato pearls, chocolate dipped and topped with tasty ingredients.

WAFFLE STICK

Waffles on a stick (made with rice flour) to be topped with chocolate, nuts, fruit, vanilla cream or whipped cream.



DESSERT



SEMIFREDDO

Large selection of flavors, served on plate or available for take away.



SEMIFREDDO STICK

The Italian dessert that marries the richness of ice cream with the soft texture of delicious mousse.



GELATO CAKES

Exquisite gelato layers, crunchy biscuit base and delicious topping to let you enjoy the full taste of Stickhouse dessert.



WAFFLE BOUQUET

Gelato on a stick wrapped in a crunchy waffle.

BEVERAGES



STICK SHAKE

Fresh Milk
+ Gelato or Fruit Sorbet
of your choice!



CIOCOSTICK

Hot chocolate on a stick.
A new, easy way to prepare
a delicious Hot Chocolate.
Available in different
flavors.

CIOCOSTICK

Available for take away
(home consumption).



GRANITA

The most refreshing drink
made with Stickhouse
fruit sorbet.

FRESH SCOOP GELATO

CONES AND CUPS

The “fresh” ice cream is the one just produced in the batch freezer.

The creaminess, the structure and the taste offered by the fresh ice cream are not comparable with the ice cream kept for a long time in the trays of the traditional showcases.

Gelato Scoop is produced **continuously at the counter** in front of customers and is served **directly from batch freezers** or from the carapine.

The ease and speed of production allow to change flavours frequently and create local specialties.



8. Format

STICKHOUSE CAFÉ FULL STORE (with laboratory at sight)



SALE STORE (w/o Production laboratory)



KIOSK



MOBILE CONCEPT (STICK-CART)



STREET FOOD

**DUCATO
TRUCK**



PORTER



APE



9. Our services

- **Graphic support**

- **Research and development**

Stickhouse periodically presents new proposals referred both to tastes and decorations, for daily use or events and anniversaries

- **Financing**

- **Training**

The format, unique in its kind, includes a **period of training** held by our Training Team to teach to the operators all the production techniques.

- **Continuous assistance** for every operation needs.

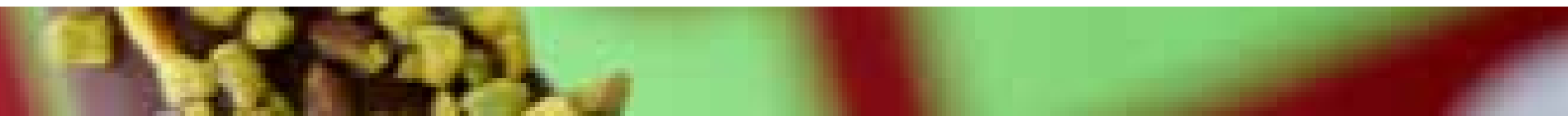




Gallery



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Join Stickhouse project
today!



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