



# SEVENTY YEARS TOGETHER

All stories have a beginning.

Ours started in 1947 in the heart of Emilia Romagna, in Rimini, Italy. This is where La Romana first opened. The gelateria was named after the founder's daughter. The passion and skills of Vito Zucchi, who took charge of the business and stamped his indelible mark on what now has become one of Italy's most unique gelateria.

Armed with a fertile imagination and the few ingredients available at the time, Vito created a wide range of quality flavours which still are prepared in our gelaterias today. His sons, Ivano and Massimiliano, continue to offer these traditional flavours, prepared exclusively with selected ingredients, following the original recipes, just like in the past.





# CRAFTSMANSHIP SINCE 1947

In the workshop of each La Romana gelateria, we prepare gelato in the traditional way. Our passion has remained unchanged since 1947. Now, as in the past, we select the most genuine, top-quality ingredients and develop them with love and respect to produce delicious, natural, hand-crafted gelato.

Certified organic fresh milk, free-laid eggs, sugar, ultra-fresh cream, fresh seasonal fruit, Marsala DOC, Zibibbo IGT (Italian liqueurs) and carefully selected nuts from the best available in Italy, are the first-class ingredients which we use for all of our traditional Italian flavours.



# A RESPONSIBLE APPROACH TO OUR FUTURE

We care about people, nature, the planet and future generations. So, we try hard to limit the use of any materials that have a negative impact on the environment. We ensure our packaging can be sorted for disposal by using materials that are primarily:

- RECYCLED
- PLA, totally natural, biodegradable and compostable
- FSC, sourced from responsibly managed forests.

We have received official certification for our packaging from the Forest Stewardship Council.



The ECOFRIENDLY mark stamped on our packaging will continue to demonstrate our growing commitment to environmental sustainability.





# WHY CHOOSE US?

## FINDING AND FITTING OUT NEW PREMISES

We help you find the best locations to start your new activity. We take care of the following tasks:

- Management of the rental contract negotiations;
- Project creation with our architect;
- Assessment and budgeting of restructuring costs.

## TRAINING

The ideal candidate will embark on a professional training path at the parent company that lasts four weeks, plus four more weeks at the sales outlet to ensure that the business is launched properly.

## MARKETING AND COMMUNICATION

La Romana has an in-house design team which manages all aspects of the gelateria look and feel.



# SIMPLE AND DELICIOUS!

To create a simple, safe method of learning how to make gelato, La Romana has created a range of tried and tested products, already developed and market-tested using our equipment. Our format has been designed for people who have no previous experience in making gelato or operating a gelateria.

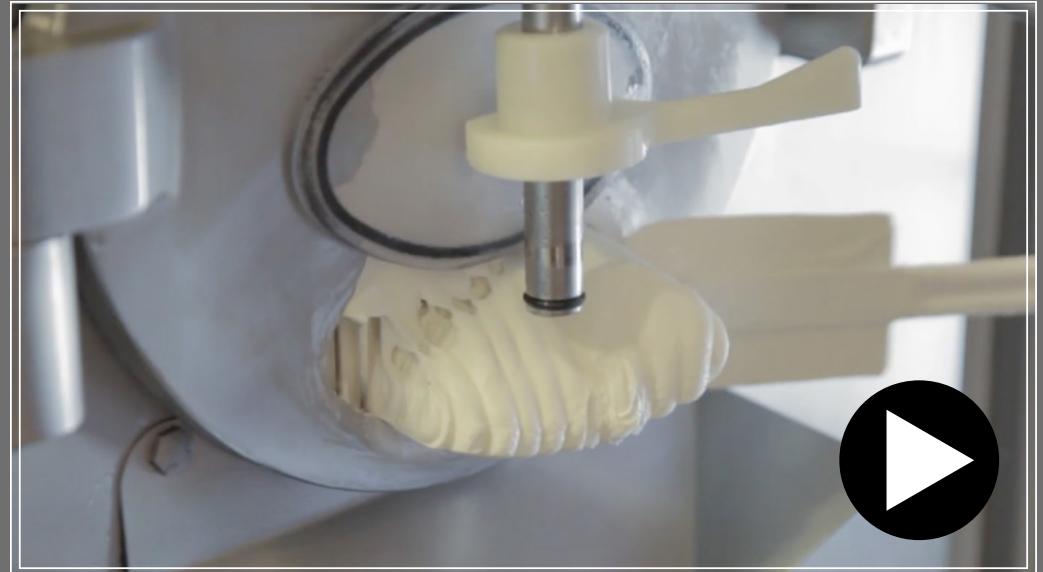
Our product range allows our franchisees to:

- simplify the production process;
- reduce production times;
- avoid waste;
- standardize production;
- maintain the traditional artisan approach to gelato production.

The success obtained with every new opening is a confirmation that the “La Romana method” is a reliable protocol, guaranteeing the success of the sales outlet.

Our semi-processed product bases are packaged so the operator only has to:

- open the package;
- add organic milk/cream/water;
- pour the ingredients into the machine which produces the gelato.





# THE TRAINING

Our training includes a 8-week training course for gelaterias divided into:

- 4 weeks at one of our proprietary-run stores;
- 4 weeks at your own store during the opening period to help you in the initial stage and safeguard you from any errors that could have a negative impact on your new business.

Over these 8 weeks, you will learn all the secrets of the trade which appear very simple, but can be very complex without the right training.



# MARKETING, COMMUNICATION AND EVENTS

La Romana has an internal department which deals with customer care, developing the company image and organising events.

## FACEBOOK AND SOCIAL NETWORKS

We create and manage in full each gelateria store's Facebook and Tripadvisor page .

## CUSTOMER CARE

We deal with answering customer messages and reviews, on the main social networks and by email.

## INITIATIVES

Every year we plan initiatives to involve and excite the young and the old, such as competitions on the main Facebook pages and guided tours of our gelateria stores for children.

## EVENTS AND SPONSORSHIPS

With our food trucks: THREE-WHEELER, cart and gelato house, we take part at public and private events.

In 2019 we brought our gelato into the Sky Racing Team VR46 hospitality for the Motorbike World Championship.



LA ROMANA DAL 1947



# OUR SHOPS

- product quality
- elegant premises
- transparent communication
- courteous, engaging staff
- constant desire to improve

No business can ever be successful without constantly taking care of its customers. La Romana gelateria staff are trained so our customers always receive the attention they deserve.

In particular, we study every detail, both in terms of appearance and communication, so customers are welcomed into warm, elegant surroundings where they can enjoy our fresh gelato and pastry products.



LA ROMANA DAL 1947



# LOCATION GUIDELINES

Here are some general guidelines for identifying an ideal La Romana location:

- Store format (150-250 total sq. meters)
- Ergonomic sales area (>100 sq. meters)
- Corner store preferred
- High traffic and trendy area (restaurants and shopping district)
- No smokehood necessary

In our foreign sales points we offer an expanded coffee and gelato pastry selection for in-store consumption and we include table service in some selected markets.





# STYLE DETAILS





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# OUR GELATERIAS

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ALBA, Corso Italia 2

BERGAMO, Via G. Tiraboschi 42

BRESCIA, Via Spalto San Marco 1

CESENA, Via Carducci 41, angolo Via Leonida Montanari

DÜSSELDORF, Barmer Strasse 35

FERMIGNANO, Via Giacomo Leopardi 2

FERRARA, Via Palestro 33

MADRID, Paseo de la Habana 27

MADRID, Calle San Bernardo 96, Chamberí

MADRID, Calle Rosario Pino 6

MADRID, Calle de Diego de León 11

Milano, Viale Col Di Lana 1

MODENA, Via Agostino Tagliazucchi 29

PADOVA, Corso Milano 83

PADOVA, Via Manzoni 86

PARMA, Viale Tanara 2/A (zona Barriera Repubblica)

PAVIA, Corso Cavour 57

PESCHIERA DEL GARDA, Piazza San Marco 9

PIACENZA, Stradone Farnese 2

PINEROLO, Piazza San Donato 1

RIMINI, Via Marecchiese 67

RIMINI, c/c I Malatesta, via Emilia 150

RIMINI, Viale Rimembranze 74

RIMINI, Piazza Ferrari 5

RIVOLI, Piazza Martiri 14

RIYADH, The Zone, Takhassusi St.

ROMA, Via Venti Settembre 60

ROMA, Via Ostiense 48

ROMA, Via Cola Di Rienzo 2

ROMA, Via Magna Grecia 47A (zona San Giovanni)

SALÒ, Via Cavour 11/13

SALUZZO, Corso Piemonte 7

TORINO, Corso Sebastopoli 190

TORINO, Corso Inghilterra 31/A

TORINO, Via Madama Cristina 73/A

TORINO, Via Santa Teresa 6

TREVISO, Viale Cesare Battisti 2

VALENCIA, Calle Joaquín Costa 2

VALENCIA, Calle San Vicente Mártir 8

VARESE, Via Alessandro Volta 6

VERONA, Piazza Santo Spirito 9

VICENZA, Contrà Muscheria 12

VILLA VERUCCHIO, Via Casale 187

VISERBA, Viale Dati 68

WIEN, Stiftgasse 15-17





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