

**G. FASSI**

SINCE • 1880

*Dove il gelato è tradizione*





PALAZZO DEL FREDDO, «The Cold Palace», G.Fassi Headquarters in Rome

# Authentic italian gelato since 1880

*«Spreading the guiding values of **Made in Italy** worldwide.»*

There are numerous bakery and coffee brands on the market today, but only G.Fassi's **tradition** and **care** make **authentic products**.

Starting a **franchise** today is not easy, but alongside **G.Fassi's expertise** you can build a strategy that has already proven **successful** around the world.

Since 1880, from **generation to generation**, G.Fassi's art of gelato making has been **handed down** and refined until **today**.

G.Fassi has been recognized for its **authenticity** and **history** worldwide. Known as simply "Fassi" by customers, it has established its record as one of the **top 3 gelato shops in Rome**, the eternal city.



**1880** Giacomo and Giuseppina Fassi open a small ice and beer store in "Via IV Novembre", **experimenting** their **own recipes** for sorbets.

**1900** Their son **Giovanni** becomes **apprentice** pastry chef and gelato maker **at the royal court**.

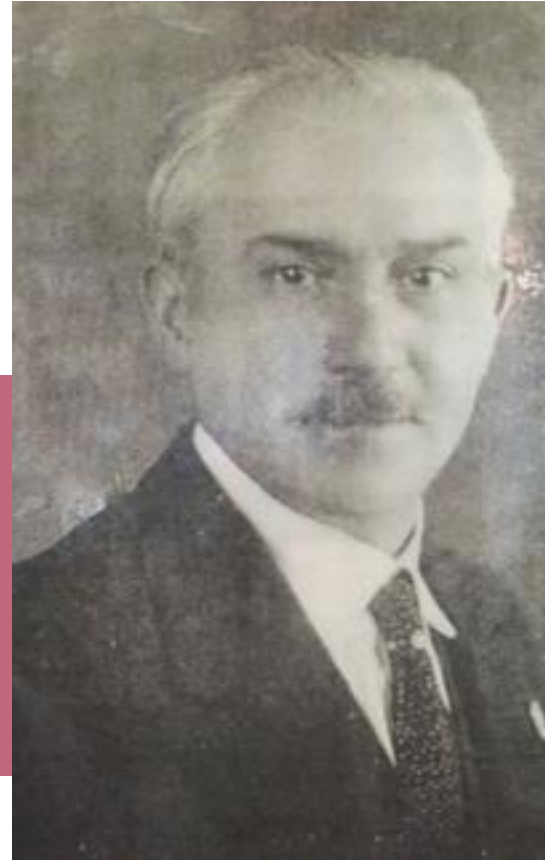
**1903** Giovanni leaves the court and **opens a store** presenting his **new pastry inventions**: "Caterinetta", "Ninetto" and "Cassata Giuseppina", in honor of his wife.

**1928** Giovanni opens **Palazzo del Freddo** (700 sq.m.) in "Via Principe Eugenio", G.Fassi Headquarters still now.

**140 years of company history** testify to the passion and dedication behind every Fassi-branded product.

G.Fassi represents the **dream of the founder Giovanni**, who wanted to create gelato of the highest quality and delicacy.

GIOVANNI FASSI, Founder



ANDREA FASSI, 5th Generation



# 5 Generations of Gelato Makers



GIOVANNI FASSI JR, First opening in Korea

G.Fassi has succeeded in **spreading its philosophy and passion** for ice cream beyond national borders thanks to its **collaboration with entrepreneurs from all over the world.**


Today in South Korea G.Fassi is **synonym with authentic Italian Gelato.**

# Gelato doesn't know any borders

**2002** Palazzo del Freddo KOREA company settles in South Korea

**2002** First store opens in Apgujeong Rodeo, Seoul

**2003** The success of the first store launches the Franchise business

**2008** PDF KOREA is acquired by CROWN 

**2010** 130th company anniversary (guests to the ceremony: the Mayor of Rome and the Korean Ambassador in Italy)

**2011** First Korean gelato brand to receive the HACCP certificate

**2014** CROWN  acquires Palazzo del Freddo with 82 franchised stores in asset

# Brand Competitiveness

- 1 100% technology transfer from Italy.
- 2 Preservation of local quality through **business cooperation**.
- 3 **Adaptation** of products to suit local tastes with domestic raw materials, still **remaining faithful** to the company's values.
- 4 Careful choice of **raw materials** and highly specialized **production process**.
- 5 Consistent quality through **centralized production**.
- 6 Cooperation with **CROWN** **호림** in the South Korean market



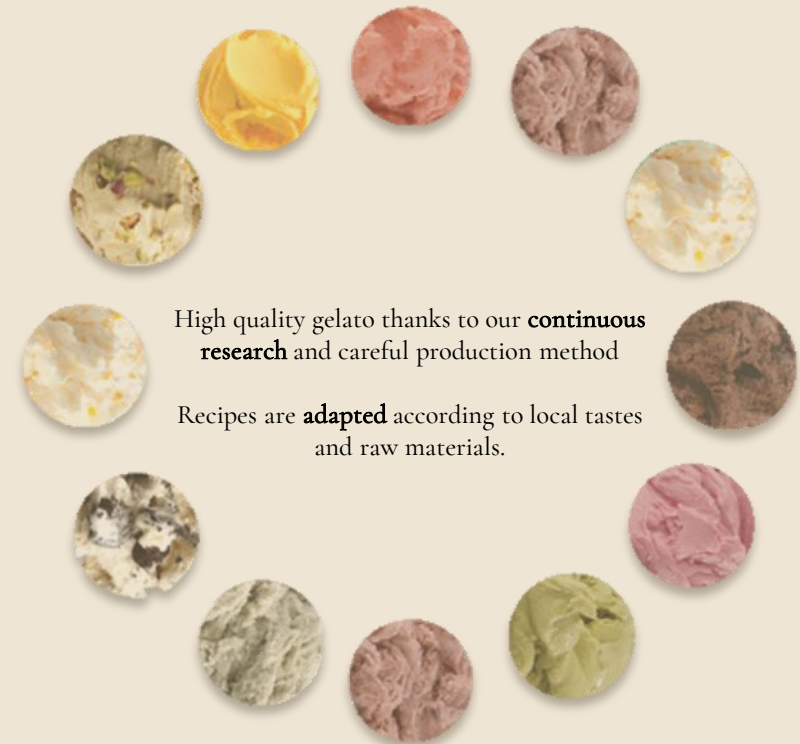


# Fassi Gelato

*Times have changed,  
but gelato's allure hasn't*

## *What is it like?*

- 1 Same original Italian Gelato taste
- 2 High density and purity (creamy texture)
- 3 Low fat milk content



Fassi Family's secret has never changed since 1880:  
Careful selection of high quality **raw materials** and specialized **production process**.

# Special Korean Franchising Menù

«Same Passion, Same Quality»

Together with the classic Fassi trademark products, we offer a **Special Franchising Menù** designed to welcome the taste of local clients.

Thanks to our strategy, G.Fassi soon became the leader in the domestic South Korean Gelato market.



## GELATO FREDDO

Refreshing drink made with high quality Fassi gelato.



## BINGSU

Traditional dessert meets the delicacy of Fassi gelato.

## CAFFÈ

Traditional Italian coffee with hazelnut aroma. To be enjoyed together with Fassi's sweet creations.



## COLD PASTRY

Many others Fassi creations, including semifreddos and pastries.



# Korean Fassi Shops

«A classic concept that expresses G.Fassi's elegance.»

Many refined features recall the history of the brand and the sensitivity of the city of Rome.

A layout for each of our affiliate's stores will be provided during the planning phase.





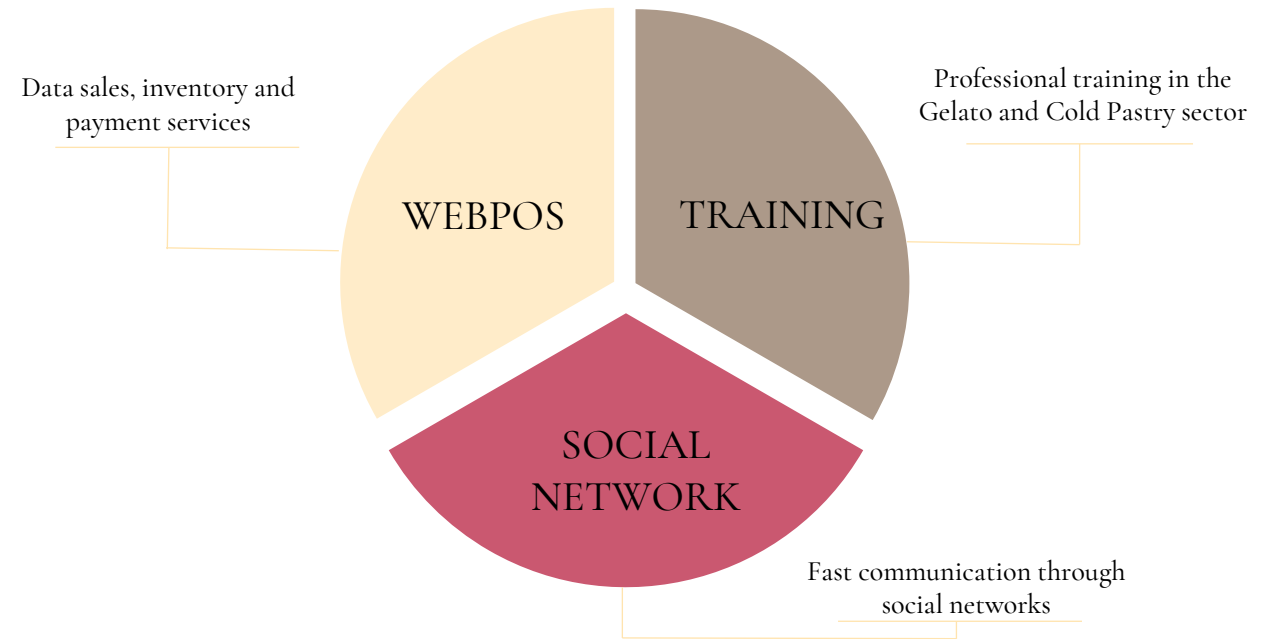


KOREAN G.FASSI SHOP, Seoul



PALAZZO DEL FREDDO, Rome

# Shop Management



Free communication among **headquarters** and **affiliates**

Through fast and responsible **communication**, from **professional training** to **Webpos**, we provide **support** to **all our affiliates**.

Our support will be **always guaranteed** to help you easily operate your business.

Through this system many affiliates have built a **stable and lasting relationship** with their parent company.

# Marketing Management

You can find G.Fassi on **all major social networks**. The company is also active in numerous **external collaborations** to enhance the reach and engagement of our clients in every region.



<https://www.facebook.com/G.Fassi.kr>



[https://www.instagram.com/a.fassi\\_1880](https://www.instagram.com/a.fassi_1880)



[https://www.instagram.com/g.fassi\\_kr](https://www.instagram.com/g.fassi_kr)



<http://www.gfassi.com/>



As customers actively participate in **events both online and offline**, they naturally learn more about G.Fassi and create a positive effects on the brand.



### Phase 1

- ✓ Store opening information
- ✓ Consultation on Membership conditions
- ✓ Consultation on business feasibility

### Phase 2

- ✓ Analysis of selected area
  - ✓ Analysis to determine the type of Store (Shop, Hotel, Commercial Center)

### Phase 3

- ✓ Contract proposal and signing
- ✓ Creation of layout for the Shop

### Phase 4

- ✓ Interior construction
- ✓ Equipment and supervision

### Phase 5

- ✓ Training of manager and staff
  - ✓ Opening preparation
- ✓ Shop Simulation

### Phase 6

- ✓ Store Opening Event
- ✓ Head Office support and Follow up

# Franchising Operating

Get started with G.Fassi on your **franchise store**.

Our **reasonable opening cost** and **systematic process** had already proven successful for many entrepreneurs.

Our expertise offers **stability** and **security** to our affiliates and represents added value to your business in this sector.

*Choose G.Fassi and  
let's build together your successful business!*

For any further questions,  
you can find us at:

[franchising@palazzodelfreddo.it](mailto:franchising@palazzodelfreddo.it)

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