

FASSI

~Gelato since 1880

Tradition, Quality and Made in Italy



WE HAVE BEEN DOING THIS
FOR OVER 140 YEARS



FIVE GENERATIONS OF MASTER CRAFTSMEN AND
AN ETERNAL BOND WITH THE CITY OF ROME

As one of the **first three gelato** shops in Rome, since **1880 G.Fassi** has been a unique place for citizens and tourists to enjoy **artisanal gelato**, one of the flagship products of **Made in Italy**.

It all began with a small gelato store and since then, from generation to generation, the art of gelato making has been **handed down** and refined until **today**.



Palazzo del Freddo, G.Fassi's headquarters in Rome

MISSION & VISION



MISSION

Tradition: Fassi products have been made with the same passion and art until today

And

Quality: Recipes are adapted according to time and place, remaining faithful to the company's founding values



VISION

Spread the guiding values of Made in Italy beyond national borders

And

Become synonym for good, healthy and high-quality gelato all over the world

5 GENERATIONS OF GELATO



GIACOMO AND GIUSEPPINA FASSI

The couple opens a small ice and beer **store** in "Via IV Novembre", experimenting with their own **sorbet** recipes

1880

1900

1903

1928

1977

1982

2014

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

LEONIDA FASSI

The **continuity of the activity** is ensured by Giovanni's son, **Leonida**

ANDREA FASSI

Andrea becomes the company's **CEO** and supervisor of production both in Italy and **abroad**, where he keeps spreading the art of his family

Their son Giovanni becomes apprentice pastry chef and **gelato maker** at the **royal house**

Giovanni opens **Palazzo del Freddo** (700 sq.m.) in "Via Principe Eugenio"

Leonida's children, **Giovanni, Daniela** and **Fabrizio** run the shop together. Fabrizio creates the "**Sanpietrino**"

GIOVANNI FASSI

GIOVANNI, DANIELA AND FABRIZIO

FASSI PRODUCTS



GELATO FASSI

Based on the recipes of the founder Giovanni Fassi. Born from the careful choice of **high-quality** raw materials



SANPIETRINO

Exclusive **Semifreddo**, inspired by the square stones characteristic of the paving of Rome



FRULLETTO

Smoothie created by the combination of gelato and the secret Fassi Blend



CATERINETTA

Semifreddo left unchanged since 1948, when it was created by Giovanni Fassi



NINETTO

Gelato with a stick, forerunner of Cremini



CASSATA

Semifreddo inspired by the typical southern dessert made of sweetened ricotta cheese

FASSI PRODUCTS



TARTUFONE

Chocolate and zabaglione flavored
Semifreddo.



PEZZO DURO

Single-serve **gelato form**



GIANDUIOTTO

Gianduia-flavored **Semifreddo**



TRAMEZZINI

Soft sponge cake filled with
semifreddo



TRONCHETTI

Log shaped **gelato cake**



CAKES

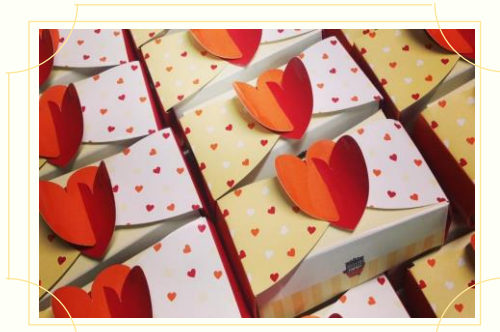
Always ready **takeaway product**

WINTER PRODUCTS



PANETTONE

Sweet bread filled with gelato, usually enjoyed for Christmas and New Year



VALENTINE BOXES

Boxes of Sanpietrini for Valentine's Day

During Winter,
we offer
alternative goods
and organize
events to spread
the idea that
gelato can be
enjoyed any time
of the year.



HOT CHOCOLATE

With the delicious Fassi cream, best enjoyed in the **coldest days**



CREPES

Served with a wide variety of **fillings**

BEYOND GELATO



FASSI TOUR

Initiative that allows aficionados to enter the **production laboratory** of G.Fassi during the hours of activity, **witnessing** and tasting the complete **production process** of gelato.

ATHENAEUM OF ITALIAN GELATO

Institute created in collaboration with the **National Academy of Hotel Professions** to teach the art of gelato and promote the **spread** of Made in Italy in the world.

G.Fassi is also **actively involved** in the management of important **initiatives** to **expand** the experience of **gelato** in all its forms

GENIUS WRITING SCHOOL

Founded in collaboration with G.Fassi, the school wants to **follow authors** from their first creative babblings, until they are ready to be enjoyed like a multi-flavored stuffed cake.

OUR TEAM



ANDREA FASSI

CEO

Representing the **fifth generation** of Fassi masters, he was raised with gelato in his blood.

He combines his passion for the **artisanal laboratory** with that of **management control**.



ANNETTE FASSI

HEAD OF ADMINISTRATION

Wife of Fabrizio Fassi, inventor of the “Sanpietrino”, she is in charge of the entire **accounting management** of Palazzo del Freddo.

Precision is a family trademark, she keeps everything in its place



ARMANDO MAZZA

LABORATORY MANAGER

Since 1985, he represents the **historical memory of the laboratory** that he coordinates with dedication in production.

Extremely talented in the **art of pastry making**, there is no recipe he doesn't know how to make.

GREAT-GRANDSON OF THE FOUNDER, ANDREA REPRESENTS THE FIFTH GENERATION OF FASSI MASTERS.

Resourceful and ingenious, he graduated in **Political Science** before following the family passion. Driven by his deep curiosity, he **travelled the world** connecting with **different cultures**.

He loves to apply his experiences as a traveler to the production of **experimental flavors** that he presents during **cooking shows** and **courses** at Palazzo del Freddo.

Thanks to his direction G.Fassi has managed to **establish close relationship** and **collaboration** with his **partners overseas**.

He **dreams of spreading** the art of artisan gelato and Made in Italy **abroad**, and his ambitious project is starting to **bearing fruit...**



FRANCHISING

ROMA

VIA PRINCIPE EUGENIO 65/67



FROM PALAZZO DEL FREDDO TO THE WORLD

SOUTH COREA

82 SHOPS IN SEOUL



G.Fassi is increasingly interested in **spreading** its philosophy and passion for gelato **beyond national borders**, and has already succeeded in doing so in recent years, especially in Seoul, **South Korea**.

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

Reaching out to **every part of the world**, we provide **support** and **know-how** to all of our **82 franchised units**.

BRAND COMPETITIVENESS IN DIFFERENT MARKETS

SOUTH COREA

82 SHOPS IN SEOUL



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

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

Any **experienced** and **motivated** entrepreneur is welcome to **join** our company.
We provide **franchise agreements** for our partners **around the world** that
include...



1. The use of **G.Fassi brand**.
2. The use of all our **trademark products**
3. Our secret and **exclusive recipes**
4. Our **Know-how** regarding the artisanal gelato industry.
5. A **team of experts**, who will collaborate at every stage of the project.
6. A one-month **training program** for your staff.
7. The set-up of the **production laboratory** with the best machines on the market at **optimal prices**.
8. Directives regarding the set-up of the store, according to G.Fassi's **design**.

I CHOOSE FASSI



All of the world's franchise stores will be able to offer products that have been made in the **same way** for nearly a century, **adapting** recipes based on available raw materials.

We offer franchise agreements for businesses around the world based on the **provision of..**



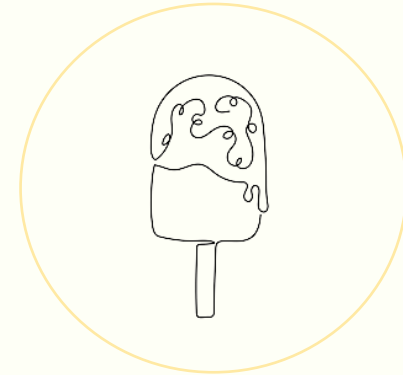
EXCLUSIVE RECIPES

From the book written by Giovanni Fassi himself in the **20th century**



LICENSES

All the **Tradition** and **Quality** of G.Fassi at your disposal



TRADEMARKS

Sanpietrini, Caterinetta, Ninetto, Frulletto etc.

KNOW-HOW AND TRAINING



- Considerable skill is needed to create a high-quality product such as ours: workers will be trained with the **necessary skills** to choose the right raw materials and create high quality products that live up to expectations.
 - The experience of our technicians is available to our affiliates. Together with a team of experts, Andrea Fassi himself will conduct a **one-month training course** directly in your store or laboratory, teaching you how to best manage a G.Fassi franchise.
- Our support for you will be always guaranteed. This strategy ensures **your total control of the business**, which will be **updated** every three months by our staff.

I CHOOSE FASSI



G.Fassi stores in Seoul

G.FASSI STORE

- A **layout** for each of our affiliate's stores will be provided during the planning phase. **Traditional colors** and **packaging** of the products are eye-catching and engaging. The **advertising posters** used at Palazzo del Freddo at the beginning of the last century have been adapted according to the needs of global marketing.

DISCOUNTS

- We work with **leading companies** in the gelato industry to offer our affiliates a **complete initial package** including **machinery**. Thanks to the strength of the G.Fassi brand, it will be possible to access **discounts of up to 30%** on production units and **semi-finished products**, which can be purchased from our suppliers operating all over the world at **lower prices** on the market.





www.gelateriafassi.com/

THANK YOU
for your attention



For any further questions, you can find us at:

✉ franchising@palazzodelfreddo.it

📷 @FASSI_1880

📺 PALAZZO DEL FREDDO GIOVANNI FASSI

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