

Dove il gelato è tradizione

G. FASSI





OUR PROFILE:

BUSINESS PHILOSOPHY AND PRACTICES

G.Fassi, founded in **1880** by the Fassi family, is one of the **first** and most important “**gelato**” and “**semifreddo**” companies in **Italy**. The company, which is still family-owned, has its headquarters in **Palazzo del Freddo in Rome** (700 sq.m.), built in 1928 by the founder **Giovanni Fassi**. All the products are made in its 200 sq.m. laboratory, where guided tours are organized to show gelato lovers the art behind each of our products. Thanks to its lasting activity, G.Fassi keeps making “gelato” and “semifreddo” according to the **same principles** of the company’s founder, Giovanni Fassi.

Giovanni Fassi’s principles were:

- **High-Quality Ingredients**
- **Visible Production Process**
- **Fair Prices**

To promote our products **during winter**, alternative goods (hot chocolate, semifreddo, panettone, etc.) are offered and **events** are organized in order to spread the idea that gelato can be enjoyed any time of the year. Gelato can also be enjoyed everywhere thanks to G.Fassi’s registered trademark “**Telegelato Giuseppina**”, which implements the use of dry ice to transport our products over long distances. The G.Fassi company is increasingly interested in spreading its philosophy and passion for gelato **abroad** and has already succeeded in doing so in recent years, especially in Seoul, South Korea. Reaching out to every part of the world, we provide support and know-how to all of our **82 franchising units** worldwide.



FRANCHISING: WHY SHOULD YOU CHOOSE FASSI?

We offer franchise agreements for companies all over the world. These contracts are based on the provision of the company's valuable **know-how** and **exclusive recipes**, as well as **licenses** to use the brand and **registered trademarks** worldwide. **Training** of our franchisees' staff (one month) is given directly in the affiliate's point of sale and laboratory when the project is started, in order to teach the necessary knowledge to better manage a G.Fassi franchise.

I CHOOSE FASSI

Our experience is more than just a job, it is an **art** passed down from generation to generation. Our traditional production process based on old family recipes can now be used by affiliates as well. Making good, healthy products and showing the world how gelato is **traditionally made** are unique characteristics in this sector.



G.FASSI STORE

A G.Fassi store guarantees the highest quality. Our brand is unique and our products are exclusive. A **layout** for each of our affiliate's stores will be provided during the planning phase. G.Fassi's **traditional brand colors** and **packaging** are eye-catching and appealing. The **advertising posters** used at Palazzo del Freddo at the beginning of the last century have been adjusted according to global marketing needs. In addition, the strength of the G.Fassi brand guarantees **discounts** on the **set-up** of production units for your laboratory by the best companies in the ice cream industry.

KNOW-HOW

Considerable **skill** is needed to create a high-quality product such as ours: the **expertise** of our company is **available** to our affiliates. Knowing how to select the **right ingredients** and being able to follow carefully designed **standard production procedures** are the prime ingredients for a successful business. G.Fassi's know-how will bring you directly into the world of the historical Palazzo del Freddo in Rome.

EXCLUSIVE RECIPES

G.Fassi has decided to share with its affiliates the **recipes** from the **antique book** written by the founder Giovanni Fassi at the beginning of the **20th century**, where he describes his experience as the "**King's Gelato Maker**". It is one of the family's most cherished possessions and has been used by Giovanni's **descendants** who **updated** it as needed, making sure the same natural and healthy ingredients are included in the new recipes. All franchised stores around the world will be able to offer products that have been made in the same way for nearly a century, **adapting** the recipes according to local tastes and the raw materials available, to ensure a fresh, high-quality product every time.

TRAINING

G.Fassi's technicians are at the service of our affiliates: together with a team of experts, **Andrea Fassi** himself will conduct a one-month **training course** directly in your store or laboratory, in order to teach you how to best manage a G.Fassi franchise. Our **support** to you will be always guaranteed. This strategy ensures your **total control** of the business, which will be **updated** every three months by our staff.

EQUIPMENT

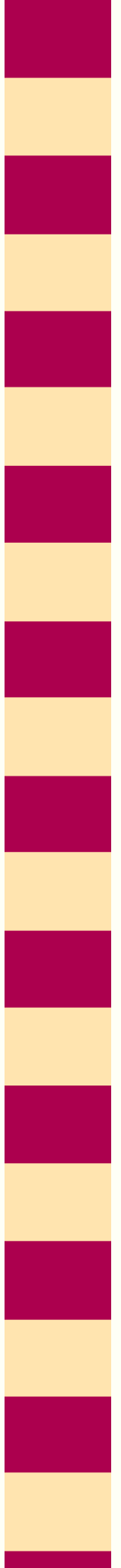
We work with **leading companies** in the gelato industry to offer our affiliates a complete **initial package** including **machinery**. Thanks to the strength of the G.Fassi brand, it will be possible to access **discounts** of up to **30%** on production units, which will guarantee daily production directly in your store.

RAW MATERIALS

Following our process of choosing **raw materials**, you will be able to select and purchase **fresh products** (milk, eggs, fruits) on your own. **Semi-finished products** can be purchased from our suppliers operating all over the world at **lower prices** on the market.

HUMAN RESOURCES

The **number of workers** varies depending on the season but we estimate that in the initial phase of opening **two people** (supervisor and assistant) will be needed for the laboratory, while **two/three people** will be needed for the service area. You can apply your own selection process for the employees. A team of our experts will then come to your store to manage the **training process**. It is extremely important that the staff is equipped with the **right skills** to create high-quality products with simple ingredients. This will help you get to know the process of production of all our products and recipes.



BUSINESS PROJECT

OUR OFFER INCLUDES

- ✓ The use of the **G.Fassi brand**.
- ✓ The use of all our **trademark products** (to be protected according to contract): Sanpietrini, Caterinetta, Frulletto, Ninetto, etc.
- ✓ Our secret and **exclusive recipes**
- ✓ Our **Know-how** regarding the handmade “gelato” industry.
- ✓ A **team of experts**, who will collaborate at every stage of the project.
- ✓ A one-month **training program** for your staff.
- ✓ The **set-up** of the production laboratory with the best machines on the market at optimal prices.
- ✓ Directives regarding the set-up of the store, according to G.Fassi’s **design**.

ADVANTAGES

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



FRANCHISING OPERATING

OPERATION PHASES

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

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

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





For any further **questions**,

you can **find us** at:

franchising@palazzodelfreddo.it