



unico

COMPANY PROFILE 2021

The Unico logo is written in a white, lowercase, cursive script on a background of a red brick wall.

unico

A vision, from Bologna  
to the world

In just 5 years, Unico has  
expanded its format, opening:

**3** stores in London

**1** store in Lisbon



The idea behind Unico sparked from  
an experienced **visionary family from  
Bologna** that has always considered  
gelato as something much bigger than  
a simple dessert.



# unico

1944

BORN OF CARPIGIANI  
IN BOLOGNA



2015

UNICO WAS BORN

FIRST UK SITE IN BROMLEY

2016



2017

FULHAM AND ST. JOHN'S WOOD  
STORES INAUGURATION

2019

UNICO LANDS TO LISBON





# unico

Freshness

Every day

## 1 Italian products

Unico imports raw materials directly from Italy in order to provide customers with a true experience of Italian taste.

## 2 Local products

In addition to Italian products, Unico collaborates with local farms and local producers to always have fresh seasonal fruit.





## Our gelato flavours

### Monthly specials

Every month, Unico's offering is enriched with monthly special flavours, based on festivities and seasonal fruits.

### Creative and signatures

Alongside the Italian origins, Unico aims at enhancing local traditions too. Therefore, Unico has created "creative and signature" gelato flavours: inspired by local recipes and reinterpreted by experienced gelato-makers.



### Vegan sorbets

Unico is always up to date, especially with the new market trends brought by younger generations. This approach led Unico to create a collection of vegan sorbets flavours suitable for all: vegetarians, vegans and even dairy and gluten intolerants!



### Italian classics

Unico has exported the most iconic and historical Italian flavours all across the world. Ingredients are selected carefully to provide the highest quality and freshness, allowing customers to enjoy a true Italian experience.





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## Training

## Gelato makers

We adopt the best machinery available on the market to ensure the excellent quality of our authentic Italian gelato.

The staff members are followed in a 360-degree learning process on the production of gelato. The importance that Unico places on the training of its employees underlines the brand's aim: exporting the authentic gelato culture by delivering real homemade-like gelato to people all around the world.



# unico

Everyone needs

a sweet treat

Our menu is made up of clever products, which make our franchisees able to easily manage the store, without sacrificing the offer variety. We choose only quality ingredients following traditional recipes, to always ensure our customers fresh Italian products. We care about the preferences and trends of each new local market and we are open to modify our menu to meet the tastes of customers. We also offer **vegan** and **gluten-free** products.



PASTRY



COFFEE



SIDE PRODUCTS

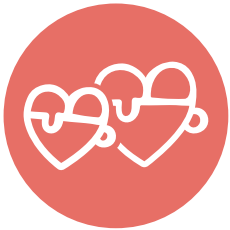






## Our brand

## values



### Family

Unico has its roots in decades of family tradition in the world of gelato and wants to transmit the value and power of the family to its customers, with whom he establishes a direct and confidential relationship.



### Quality

Unico's gelato is artisanal, the result of experience, accuracy and above all, of top quality raw materials, chosen and manipulated by specialized gelato-makers.



### Happiness

Everything at Unico is about quality time, for both team members and customers, who choose us every day to enjoy a relaxing break in a place where the atmosphere feels like home.



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## Digital

## functionalities

We have developed several plug-ins to digitize the purchasing and automatic budgeting functions for **delivery**, **take-away** and **pre-ordering** of our products. Plug-ins allow us to manage catering and wholesale requests too and to **generate coupons**, **gift vouchers** and **loyalty cards**.



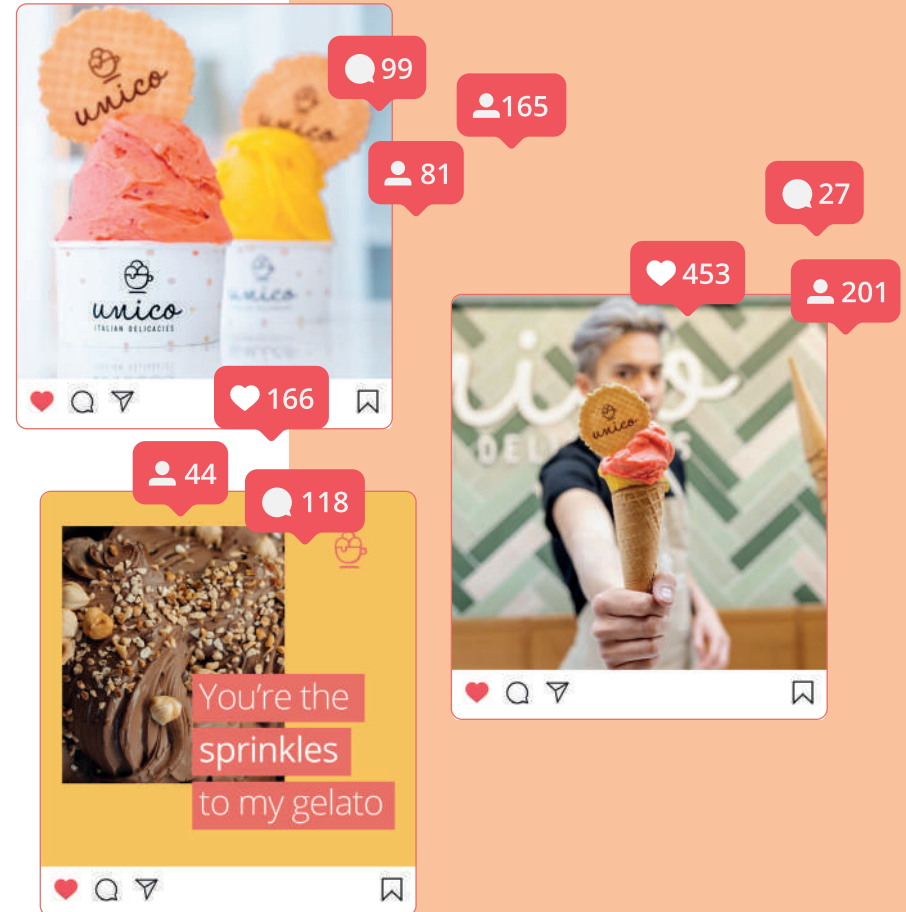


# unico

## Marketing

## Social network

The Head Office offers full marketing support for strategic planning and content creation. These activities are coordinated on a daily basis by the Marketing Manager. The Head Office will offer its assets for leading a continuous Marketing Strategy, aligned with the brand identity, while putting the marketing team at disposal of the company, in charge of managing commercial activities, analysing improvements margins, and developing personalised strategies.









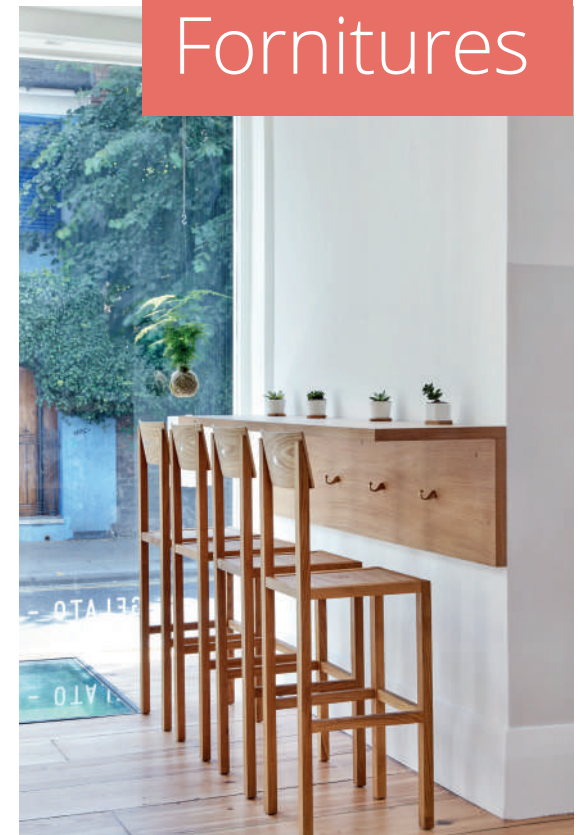
Our team of designers and technicians is specialized to design customized solutions for your shop. We collaborate with several suppliers to give you the possibility to have personalised finishes, according to the Unico Gelato & Caffè corporate image, using natural, eco-friendly materials produced in Italy.

The interior design has been studied with the aim of recreating a relaxing and inspiring environment. Along with our familiar customer service, Unico shops make customers feel like home.

**We supply all the props, frames and personalised consumer products needed.**

Custom

Fornitures





Operations &

Finances

Unico Gelato & Caffè offers a **work model** tested on different markets and **perfected by an international management**, based on collaboration between the various business sectors.

We stand out for the attention we give to recruitment and training of our team. We offer the opportunity to our team members to travel once they have developed full technical and management skills, giving a contribution to the various outlets of the partner.

As regards the managerial aspect, we offer advice in choosing softwares to be adopted for the management of the work team and cash systems. In the administrative field we offer support in the preparation of the business plan and, if necessary, in the management of cash flows.





# unico

## Profile &

## Conditions

Our franchise scheme offer may differ depending on market specifics: countrywide master franchise, regional exclusive franchise or more rarely, single unit franchise. We are looking to partner with experienced professionals with the following skills:



### 1 Operations

Multi-unit operators with a proven track record in retail and F&B

### 2 Real Estate

Access to prime real estate and ability to negotiate favourable rental terms

### 3 Network

Organisation structure to grow a multiple store network

### 4 Public Relations

Aptitude for PR and digital

### 5 Participation

Active participation in the evolution of our brand

### 6 Liquidity

£100k+





2021 Unico Gelato & Caffè Ltd



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