



unico

COMPANY PROFILE 2024

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 7 years, Unico has
expanded its format, opening:

4 stores in London

1 store in Lisbon



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



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'60s

MEMBER OF OUR FAMILY **EZIO MANFRONI**
PURCHASES GELATO AND ICE CREAM MACHINE
MANUFACTURER **CARPIGIANI**,
LEADING TO THE CREATION OF
SEVERAL PATENTS STILL IN USE TODAY.

2013

SISTER BRAND **GELATO & CO.**
OPENS ITS FIRST GELATO SHOP
IN THE **CARIBBEAN**

2015

UNICO WAS BORN

2016

FIRST UK SITE
IN **BROMLEY**

2017

STORE INAUGURATION

2019

UNICO LANDS
TO **LISBON**

2022

OUR COMPANY CONTINUES TO EXPAND
AND CURRENTLY OPERATES
15 SHOPS WORLDWIDE

2023

A NEW FLAGSHIP STORE
IN **HOLLAND PARK AVENUE**
HAS OPENED

2024

THE PASTRY SELECTION
IMPROVES SIGNIFICANTLY
WITH THE ADDITION OF NEW,
AUTHENTIC ITALIAN PRODUCTS.

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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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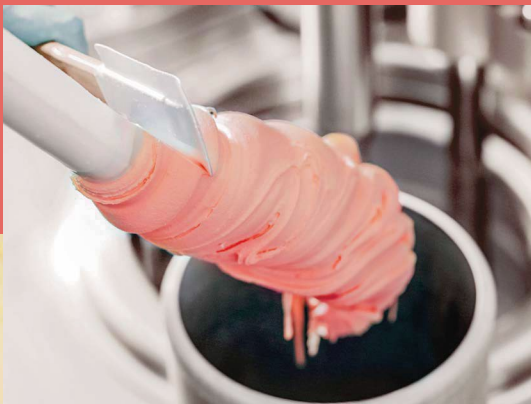


Training

Gelato makers

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

The staff members is 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.



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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



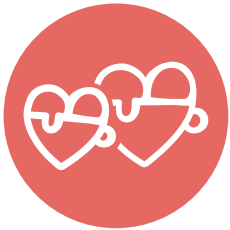
SIDE PRODUCTS



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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.





Experience, talent & passion

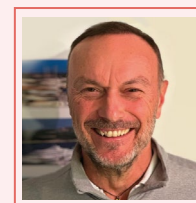
Meet the key professionals that take enormous pride in everything they do and...
Love doing it!



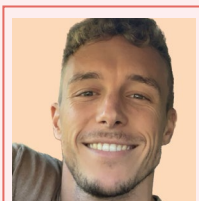
Francesco Vita
Chief Executive
Officer
CEO



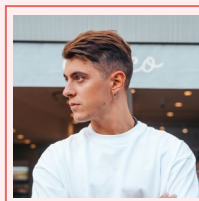
Roberto Di Matteo
International
Relationship
Manager & Partner



Gianluca Vitali
Chairman
& Partner



Andrea Vitali
Chief Development
Officer
CDO



Enrico Zecchini
Chief Marketing
Officer
CMO



Gianfranco Zola
Testimonial &
Partner



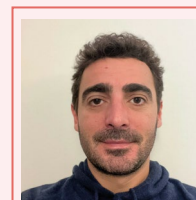
Leonardo Ragazzi
Quality manager
& Partner



Elena Manfroni
Strategic
Investor
& Partner



Marcello Santi
Public Relations
& Partner



Luca Saponaro
Supply Chain
Manager

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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**.

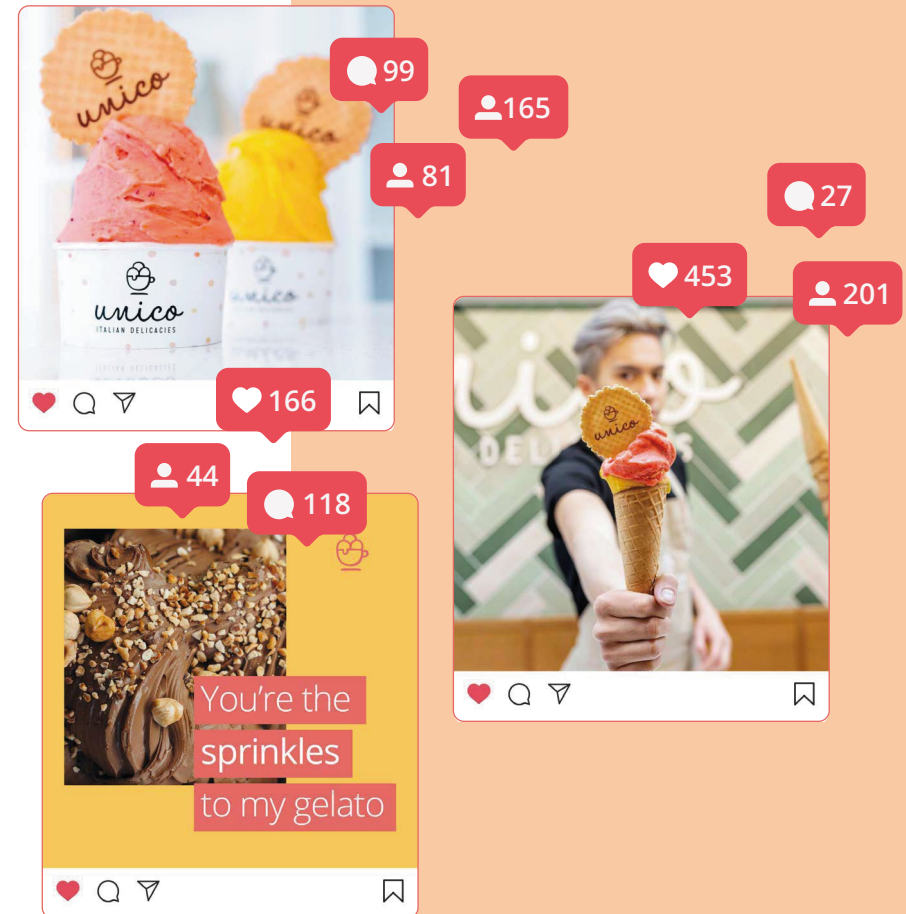


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Marketing

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.







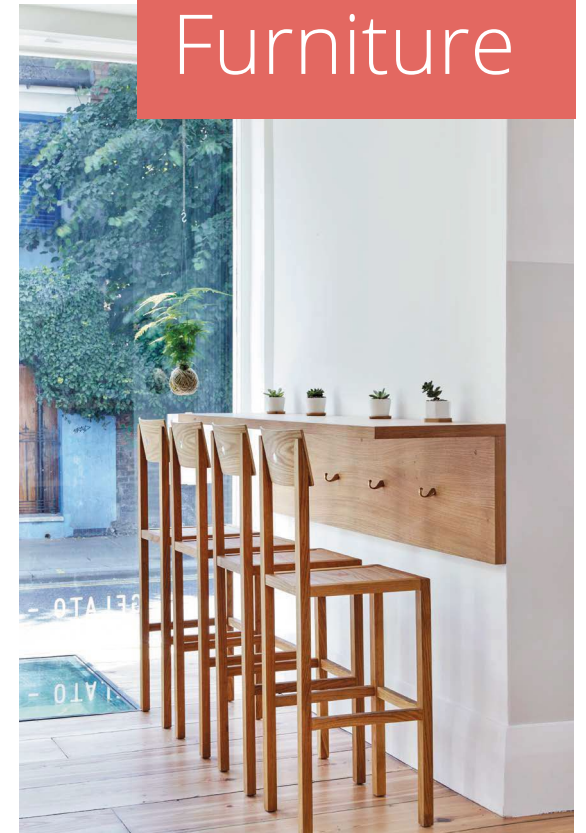
Our team of designers and technicians is specialized to design customized solutions for your shop. We collaborate with several suppliers to give you the possibility to have personalised finishes, according to the Unico Gelato & Caffè corporate image, using natural, eco-friendly materials produced in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

Furniture





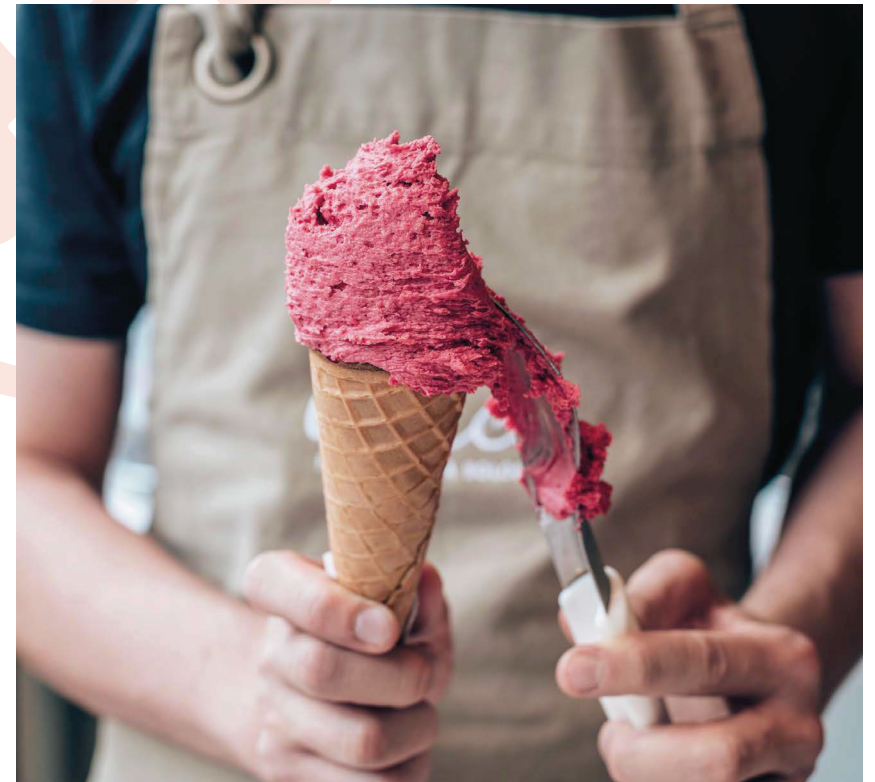
Operations &

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.



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Operations &

Finances

We recently invested in the development of a private customised management system [ERP] with the significant aim of facilitating the more effective management of each individual store through the **digitization** of all the key processes.

The platform has been developed from scratch alongside **Gellify**, the Italian leader in the digitization market, and aims at total replicability and scalability of the format, **increasing** the value of the entire franchise structure.





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+





2024 Unico Gelato & Caffè Ltd



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