



DAVINCI ARTISAN GELATO

The “fresh” way to franchise





- 🍷 Looking for a “fresh” concept that refreshes its industry segment introducing a new store category ?
- 🍷 With authentic character, complete product mix & engaged audience?
- 🍷 With multiple and equally efficient store formats, which are placed either in city centers or in tourist destinations?
- 🍷 Suitable for family business?
- 🍷 A concept that ensures your duration and high profitability?

DAVINCI ARTISAN GELATO “serves” you the coolest business proposal!

An authentic gelateria!



It's all about experience!

- ❖ **DAVINCI ARTISAN GELATO** is an **authentic gelateria**, that offers fresh gelato, hand-made chocolates, waffles & sweets, but also authentic drinks! The benchmark in the gastronomic city map!
- ❖ **“DAVINCI ARTISAN GELATO”** with elegant aesthetics and distinctive service model “travel” you mentally to the gelaterias in Italy, offering a unique, integrated experience to consumers, who definitely want to repeat!



An authentic gelateria!

🌱 Our gelati is **fresh, handmade & delicious!** Our gelato is **produced daily** and offered in more than **65 different flavors**, with new introductions throughout the year!

🌱 Raw materials are 100% greek, while the production is based on authentic Italian recipes, combining modern trusted methods of production, with only fresh and real materials **without the use of preservatives or colour!** The outcome is **fresh, delicious and healthy!**



An authentic gelateria!

🌿 Besides our gourmet gelati Da Vinci Artisan Gelato stores offer handmade waffles and chocolates, selected Italian sweets, gelato-donuts , brioche con gelato, Italian cannoli, affogato in multiple flavors and authentic beverages!



A product mix that knows no seasonality, overcoming changes in demand, penetrating multiple markets and target audiences!



An authentic gelateria!



It's all about experience!

🌱 “DAVINCI ARTISAN GELATO” with its finesse, store aesthetics and a unique model of service, travel the customer to the Italian gelaterias offering a holistic customer experience that leads to increased customer loyalty and repeat visits!

🌱 Key elements that define our unique store image include the Chocolate wells, our pozzeti with black and clue bells, our old style Italian barrels for the gelato and the way we present our products creating a **unique store experience, leading to impulse purchases and defining a unique store identity** for the “DAVINCI ARTISAN GELATO” stores.





Our sweet success story

Success Story

The 1st DAVINCI ARTISAN GELATO store began operations in Mykonos in 2012 and became instantly a favored destination!

Since then lines form in front of the store, while the sit – in area is always full throughout the summer season by all Italian gelato enthusiasts!



Success Story

In 2014 the 2d store begins operations in Monastiraki, Andrianou street! **DAVINCI ARTISAN GELATO** successfully passes the test in a critical and very competitive market at the traditional center of Athens, operating successfully 12 months per year and introducing Athenian customers and tourists to the new concept.



Success Story

Key numbers portray our success!

The Monastiraki store:

- ➡ Services daily more than 1.000 customers!
- ➡ Has achieved sales of more than 150 kilos of fresh gelato per day, more than 5 tons per month!



Success Story

In 2016 3 new stores were launched successfully!

- Our first franchise store in Yabanaki private beach in Athens!
- A new seasonal store in Plaka, a touristic destination nearby Monastiraki!
- A new store in Kifisia, an up scale northern suburb of Athens!
- New stores in Rhodes as well as Larnaka, Cyprus are expected in 1Q 2017



Our values: our drivers of success!



Basic pillars of our success are our key values:

- Emphasis on the authentic, original flavors
- Continuous innovation
- Non negotiable quality
- Customer centric philosophy
- Strong differentiation
- Respect and integrity in the relationships with partners
- Growth with a commitment to success



Success Story

Customer generated images play a key role to our marketing efforts in social media leveraging the product's unique image



Success Story

Da Vinci Artisan Gelato
store in Kifissia, Athens
in Christmas 2016



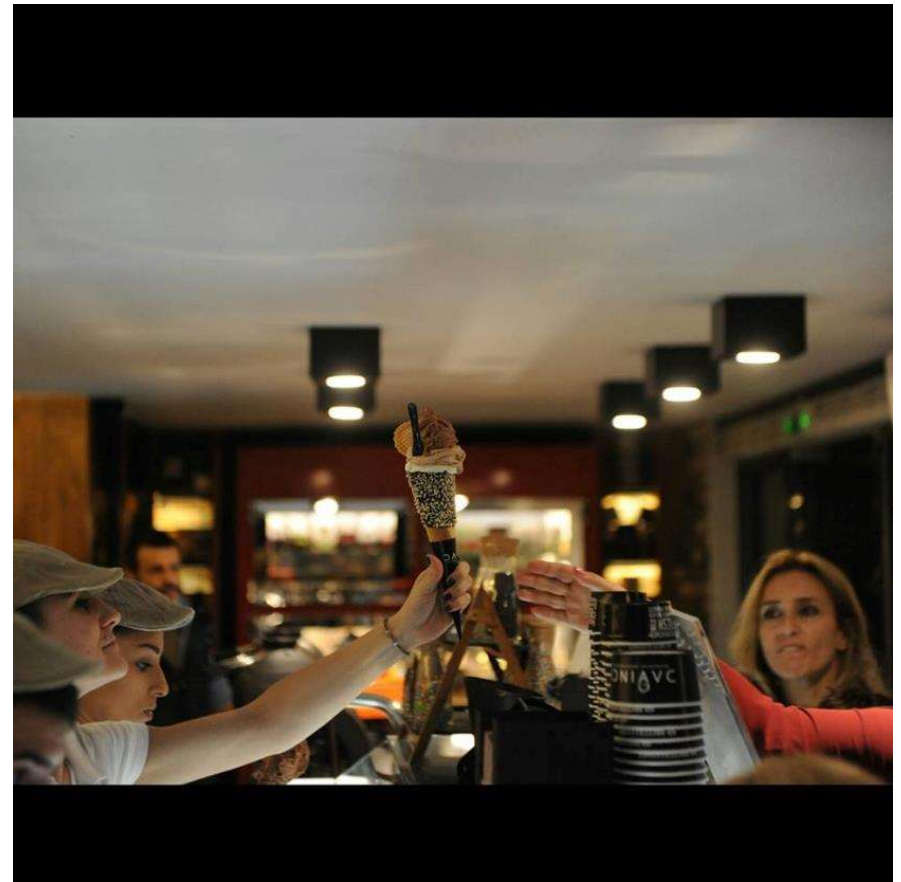
Success Story

A diverse product mix, by offering handmade products such as white chocolate with hazelnuts or milk chocolate with nuts create a complete concept, drive impulse purchases, increase customer loyalty and repeatability and sustain a unique store category overcoming the competition and driving franchisee unique returns!



Our success

A unique model of customer service, molded through our operations in Mykonos and Monastiraki, invites the customer to relive his / hers more joyful memories and indulge in the authentic, unique Italian gelato flavors.





A unique product mix with gelato as “lead character”!

Vero Gelato!

💡 The authentic gelato is based on the traditional Italian recipe which is made exclusive from pure raw materials (milk, sugar, fruits, etc.)

💡 The mix of raw material follows the immediate freezing and “shaking” that lead to the “freezing” of air that leads to this smooth, light and fresh taste of gelato that we all crave!



Gelato vs Ice Cream

💡 Top quality gelato is characterized by the balance, is produced only from **fresh materials**, has **no preservatives**, **no excess fats**, **no colour**, leading a **very fresh and rich taste**. It is a product superior to mass made ice cream. This type of gelato we all enjoy at **DAVINCI ARTISAN GELATO!**

Gelato
vs. **ICE CREAM**



60+ legendary flavors



Something special in each scoop!

With more than 60 flavours as well as new launches we can guarantee the attraction of new customers and regenerating the interest of loyal ones, as well as offering a complete product mix that gives the choice to the customer!



Gelato just the way you want it!



DAVINCI ARTISAN GELATO enjoy gelato just the way the prefer it!

- 💡 By choosing the cone and tastes they prefer!
- 💡 Combining with multiple toppings & coverings that combine ideally creating multiple variations of unique offerings!



Selected sweets!



- 💡 **Handmade mini waffles, donuts - gelato, brioche con gelato**, Italian cannoli & affogato multiple flavors make the product mix of DAVINCI so special and so delicious that no one can resist!
- 💡 **A complete but also really creative product mix leads to customer loyalty and repeat but also increases customer conversion as well as average spent!**



Handmade chocolates!



- 💡 A point of reference in **DAVINCI ARTISAN GELATO** are the **handmade, high in demand chocolates that create new customer interest!**
- 💡 Demand for chocolate products remains strong, with the category ideal for **impulse purchases**, while the combination with chocolate cocktails, waffles and other offerings keep customer traffic stable **throughout the year!**



Coffee & Chocolate Cocktails



- 💡 The product mix is complemented by hand-made chocolates, coffee and fine chocolate drinks in multiple variations, juices and homemade refreshments!
- 💡 Both the summer and winter coffee & chocolate cocktails, make DAVINCI ARTISAN GELATO differentiated from the competition and not be aware of seasonality!



