



Giovanni L.[®]

2024

GELATO DE LUXE CONCEPT



oyale
icilian
achio Verde
and Sicilian gelato house

Giovanni L.

**Classic
Vanilla**
Biscuit delight meets
delicate milk cream

**Classic
Coconut Caramel**

**Classic
Vanilla Berry**

**Classic
Belgian Chocolate**

**Classic
Belgian Chocolate**

Giovanni L.

**Classic
Coconut Kiss**
with homemade
coconut-almond sauce

**Classic
Mango
Passion Fruit**

**Classic
Lemon**
fruit from Sicily



In 1961, the sweet legacy of Giovanni L. Gelato began with Grandfather Lasagna's vision. He opened the first ice cream parlour at the "Steinhuder See," crafting delectable frozen treats that captivated hearts and taste buds. Today, that tradition lives on, as each scoop of Giovanni L. Gelato carries forward the passion and expertise of generations past.



1972

Born in Steinhude, Germany in 1972, Giovanni Lasagna inherited the art of gelato-making from his father and grandfather. With their perfected techniques, Giovanni has expanded the brand to over 500 branches worldwide, delighting gelato lovers everywhere. Experience the legacy of craftsmanship and flavor with Giovanni L. Gelato today.

Indulge in Giovanni L

Gelato de Luxe Delights

Embrace a unique opportunity to turn your aspirations into reality.

For many, owning a business remains a distant dream. However, with Giovanni L, Gelato de Luxe, that dream can become your reality. Our gelato delights are crafted with meticulous attention to detail, presented in premium packaging that sets us apart in the market.

Under the brand Giovanni L, Gelato de Luxe, we offer a clear vision, striking designs, and established locations in a welcoming marketplace.

We're also introducing an enticing model with a focus on home delivery, catering to the ever-growing demand in this sector.

Discover the incredible opportunities available firsthand at one of our inspiring Discovery Days.

Without any sweet talk, the dessert market is thriving, especially in the Gulf Region. Now is the ideal moment to seize your share of the profits.

93%

OF GELATO BUSINESS CLAIMED
PROFITABILITY IN 2023

€8.1 BILLION

VALUE OF FOOD DELIVERY IN
2023 UP 13.4% YEAR-ON-YEAR

€250,000

* 6 IN 10 GELATO UNITS
OF ALL GERMANY BRANDS TURN
OVER MORE THAN

Our Gelato taste delivers what the look promises - it turns them into return customers!



NATURAL INGREDIENTS

Fresh natural ingredients deliver the flavour our ice cream is famous for.

Without artificial colour, flavours or preservatives.



VEGAN

Our vegan gelato is entirely dairy-free, of course! Our flavour secret is straightforward - nothing but lots of fresh sun-ripened fruit!

Again without artificial colour, flavours or preservatives.



HALAL-Certification

Most of our ice cream and gelato flavours (43 flavours at the moment plus 4 fruit sauces) meet the strict certification demands of the Halal Quality Control (HQC).



FINEST INGREDIENTS FROM OUR REGION AND AROUND THE WORLD

We only work with the finest ingredients, whether sourced locally or from around the world. All ingredients must meet our high standard of quality. We care about where our ingredients come from and we know our customers care as well. Because we value tradition, our nougat and marzipan are source locally from the originating town of Luebeck; the fresh milk comes directly from farmers in our region and our sugar is from Germany.

Because we are always looking for the very best ingredients that are not available locally are sourced from around the world. For example, our pistachios and lemon juice come from Sicily, chocolate from Ecuador gives our Stracciatella gelato it's distinctive flavour and richness.



Always a Little More of the Very Best!



HOMEMADE SAUCES

We also offer delicious pure fruit sauces to complement our ice cream. Again, nothing but sun-ripened fruit selected for natural sweetness!



FRESHNESS

We use only fresh milk processed daily, which comes directly from farmers in the region who are united in a cooperative. Within 20 hours this milk is processed into our delicious gelato.

Our cows enjoy a mild climate all year-round on lush green pastures between the North and Baltic Seas. We only use fresh curd, yogurt and skyr from German producers and strictly avoid milk powder from unknown countries.



WE USE NO INDUSTRIALLY MANUFACTURED INGREDIENTS

Unlike other ice cream producers, Giovanni L. uses only natural raw materials. No industrially manufactured powders, pastes or other additives. All our products are created in our production facility in the heart of Northern Germany. Where we have the expertise and experience to ensure the highest standards through regular taste testing of ingredients and finished products. Close your eyes and one taste will let you recognize the full flavour profile of top-quality ingredients blended with care.



INNOVATION

Our in-house product developers are constantly creating new and innovative ice cream and gelato flavours. Distinctive and vibrant, our flavours are nothing like typical factory-produced ice cream.

Words fail to describe the depth of flavour in our ice cream and gelato. You have to try it for yourself. You'll love the difference!





2.800.000

LITERS OF GELATO PRODUCED
ANNUALLY



500

EMPLOYEES IN SALE,
ADMINISTRATION AND
PRODUCTION



4.000 m²
PRODUCTION AREA



500
SALES OUTLETS
LARGE AND SMALL
WORLDWIDE



100
FABULOUS TASTE



TRADITION SINCE

1961



60

FLAVOURS IN
STOCK

An Overview



Classic

Our classic flavours are all time favourites - perfect in taste and consistency. They are made according to traditional recipes.



Royale

Royal flavours are made from specialty ingredients and particularly complex recipes. With these flavours you can offer your customers a unique taste experience.



Special

Our special flavours are prepared according to the most extraordinary recipes. These special flavours are inspired by the season or by places from around the world offering a culinary taste adventure. The special flavours are only produced seasonally and in limited quantities.



OUR FLAVOURS

Classic-Sorts

Vegan Fruit Sorbets



Strawberry

Fruity classic



Mango Passion Fruit

Sonne und Exotik pur



Lemon

Ripe fruits from Sicily



Wild Berry

A berry fruit composition



Raspberry

Sun-ripened raspberries



Tahiti Lemon with Basil

South Pacific lime with fresh basil



Chunky Peanut



Cherry Yogurt

Yogurt ice cream with chocolate biscuit crunch



Cookie & Cream

Biscuit enjoyment meets delicate milk cream



Skier with Apricot

Apricot ice cream & ice cream with Skyr with homemade sea buckthorn sauce



Belgian Milk Chocolate

With crunchy chocolate chips



KaraMALZino

Strong malt meets salty caramel

OUR FLAVOURS

Classic-Sorts

Vegan Fruit Sorbets



Miss Pinky

For our little gelato princesses



Mister Knister ®

Lemony crackling fun



Vanilla

The classic - with real bourbon vanilla



Chocolate VIC

Very Intensive Chocolate



Caramel Sauce

Argentinian specialty made from milk caramel



Spanish Cream

Ice cream with 47% cream



Malaga

With homemade rum and raisin sauce



Chocolate Chip

With chocolate of Ecuadorian origin



Exotic Bananas

With banana cake and chocolate



Frozen Yogurt

With over 40% natural yoghurt



Walnuss Caramel

Ice cream with caramelized walnuts



Haselnuss

From roasted hazelnuts



Egg Punch Chocolate Chips

With dark chocolate from Ecuador



Children`s Gelato

White chocolate and nut cocoa sauce

OUR FLAVOURS

Royal

CUSTOMER INFORMATION



ALLERGENS AND NUTRITIONAL VALUES:
For further information, please ask our staff.



Cookie Vegan

Biscuit enjoyment now also in vegan



Vegan Chocolate

Chocolate VIC, completely without milk



Vanilla Vegan

Without soy, almond and rice milk



Walnuss Vegan

Nutty delight



Royal Mint

Three kinds of mint with a hint of chocolate



Green Sicilian Pistachios

Our World Cup ice cream



Physalis

With pomegranate seeds and a hint of ginger



Espresso Macchiato⁷

Espresso & milk foam frozen



Yuzu Lemon with Milk and Yogurt



High Protein

With Skyr, oatmeal, Cranber
Ries, flaxseed, chia & amaranth

LOCATION REQUIREMENTS

We would like to support you in choosing your perfect location.
Therefore we are always looking for suitable properties, preferably in high-traffic areas.
We analyze them personally.

GELATOCAFE

	shopping center	urban location
space	100-250 m ²	100-250 m ² , ground level
storage area	20-50 m ²	–
additional seating area	mall area	terrace
preferred location	–	southwest orientation
shop front (latitude)	min. 5 meters	min. 5 meters

EXPRESS (TO-GO)

	shopping center	urban location
space	10-30 m ²	20-30 m ²
storage area	approx. 10 m ²	approx. 10 m ²
preferred location	main entrance escalator central position	pedestrian zone downtown high-frequent area
shop front (latitude)	min. 4 meters	min. 5 meters

These specifications are to be considered as guidelines only.



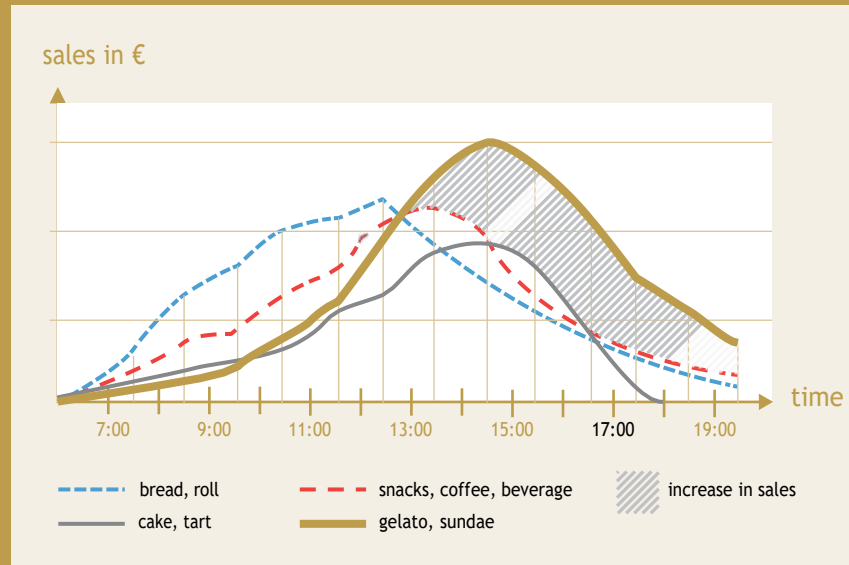
SHOP IN SHOP

GIOVANNI L. HELPS PREVENT THE
SUMMER SALES DROP

“INCREASING SALES IS THAT EASY!”

Whether it's a bakery, café, pastry shop or restaurant - the Giovanni L. Shop in Shop concept easily fits in anywhere and increases your sales on slow-selling days. The most important fact is the additional profit with unchanged overhead, operating costs etc. In comparison to the small space requirement of the Giovanni L. concept, there is no bakery product that yields such high returns from such a small area.

SALES DEVELOPMENT OF PRODUCT GROUP (BAKERY)



- increase in sales
- optimize personnel
- public relations value / image boost
- differentiation from competition
- cross-selling of core product range and gelato
- punctual delivery by reliable logistic partner
- competent support in planning, organization and set-up

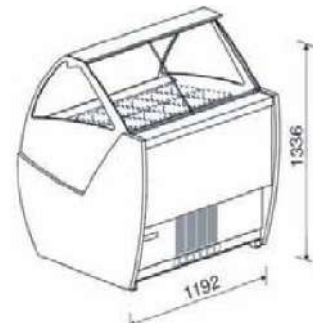
Three Individual Shop Sizes

All concepts can be individually adapted to your conditions and your sales area. We would be happy to work with you to create your individual SHOP IN SHOP concept.



1

PICCOLO



EXAMPLE OF A SHOWCASE 8- 12 FLAVOURS

- 4-8 x Classic-Flavours (9 liter)
- 4-8 x Royale-Flavours | Special-Flavours (3.5 liter)



A CONCEPT WHICH ALWAYS FITS

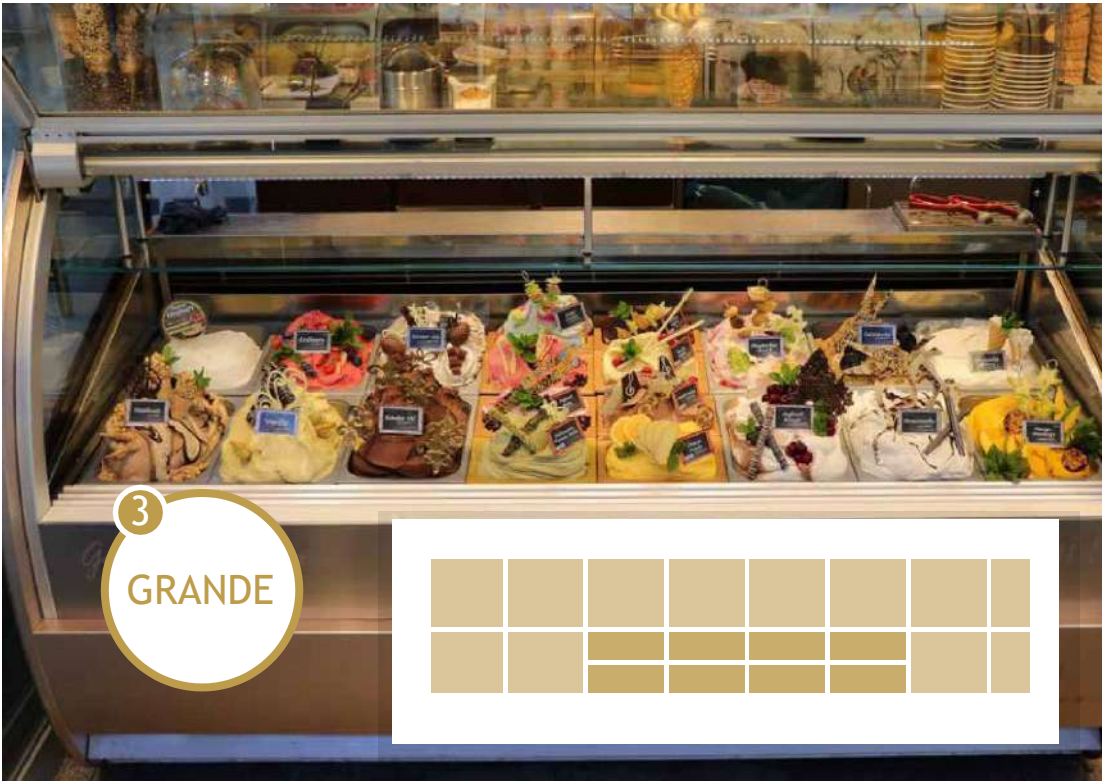


EXAMPLE OF A SHOWCASE 12-16 FLAVOURS

- 8-12 x Classic-Flavours (9 liter)
- 4-8 x Royale-Flavours | Special-Flavours (3.5 liter)



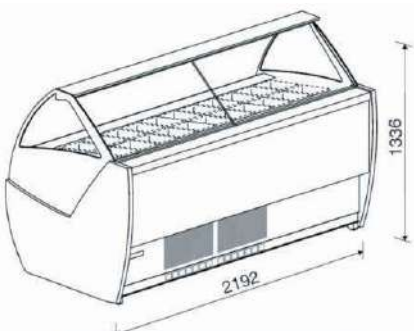
A CONCEPT WHICH ALWAYS FITS



EXAMPLE OF A SHOWCASE

16-20 FLAVOURS

- 12-16 x Classic-Flavours (9 liter)
- 4-8 x Royale-Flavours | Special-Flavours (3.5 liter)



A CONCEPT WHICH ALWAYS FITS



Giovanni L.[®]

YAS MALL, ABU DHABI - UAE

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YAS MALL, ABU DHABI - UAE

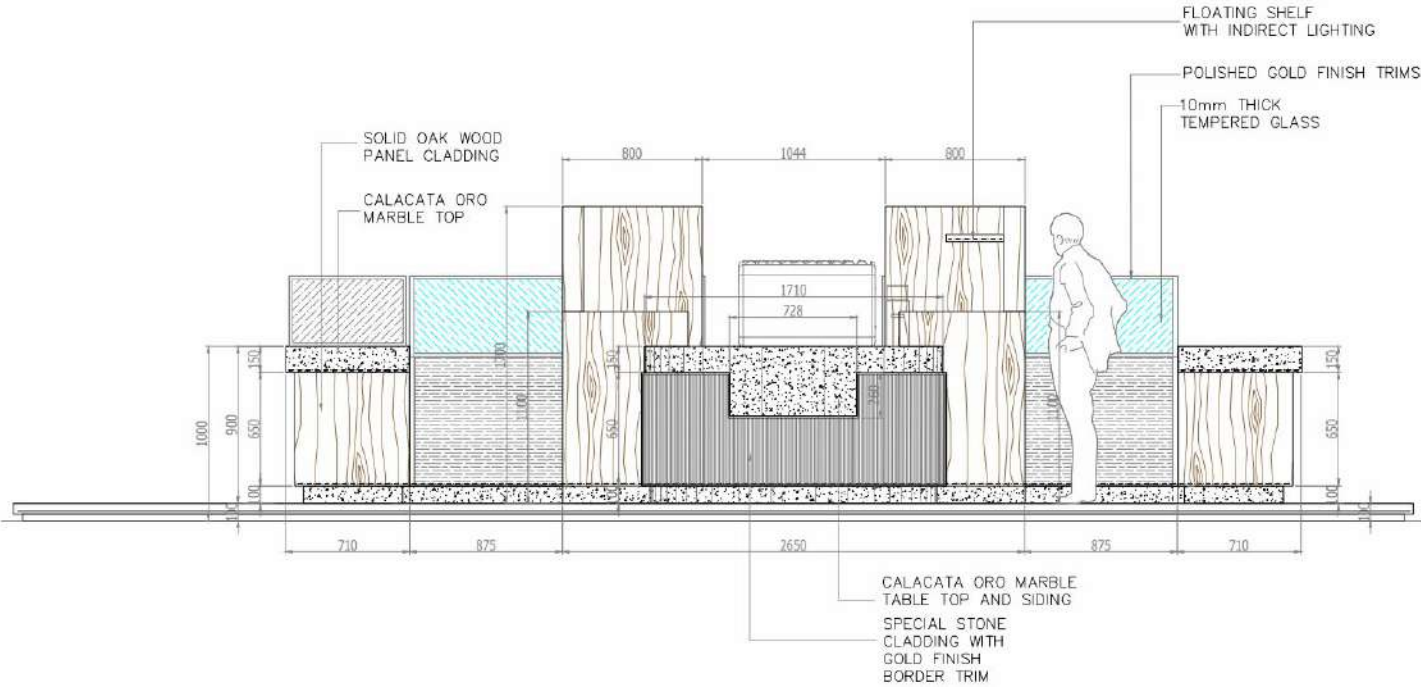
A CONCEPT WHICH ALWAYS FITS



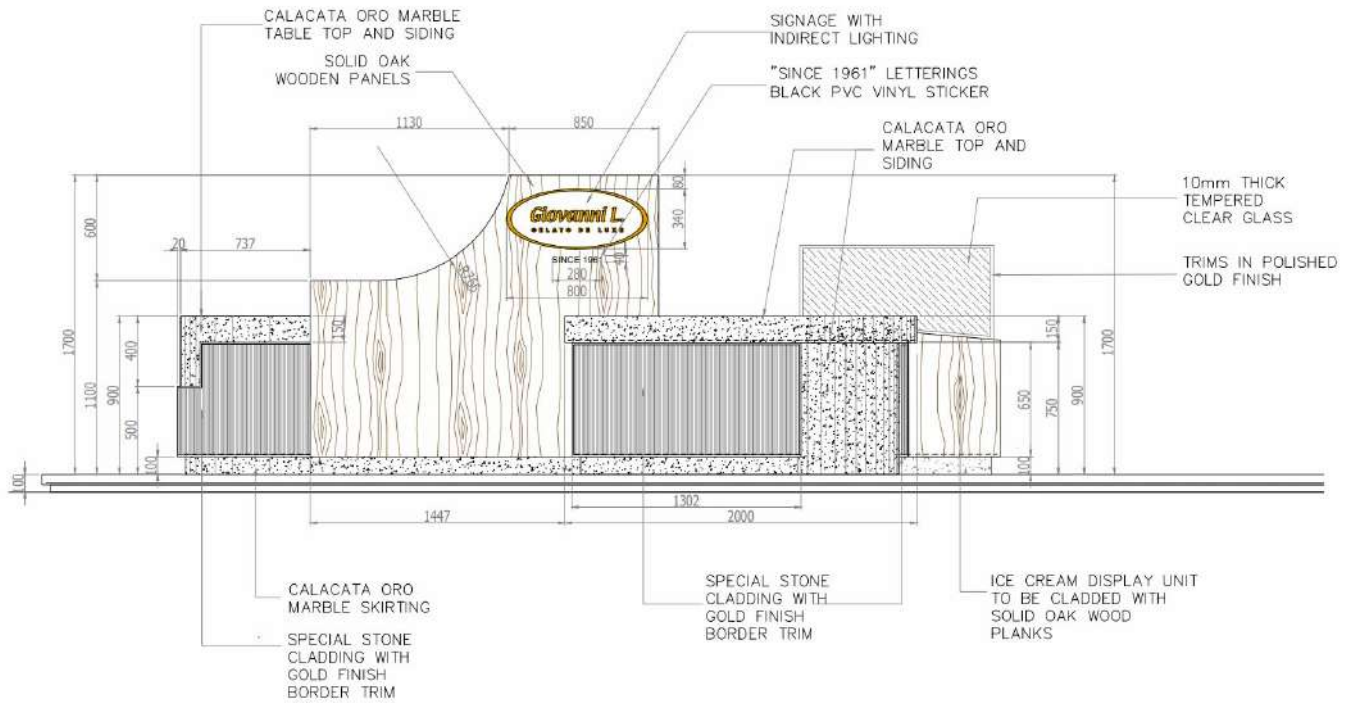
Giovanni L.[®]

YAS MALL, ABU DHABI - UAE

A CONCEPT WHICH ALWAYS FITS



A CONCEPT WHICH ALWAYS FITS







High Quality at a Fair Price for Everyone!

WHAT DO YOU GET?

First of all, our gelato, with the same high quality that has made our gelato parlours so successful. A gelato that always contains a little more of the very best ingredients.

We give discounts and good terms to our resellers. So we calculate gelato cabinets, premium glassware and additional equipment very closely. This makes it easier for you to realize the whole value chain in your business. A gelato is always an extra, an additional profit margin.

Have you ever counted the losses of leftover or spoiled dessert articles like cakes, creams and tarts? A gelato sundae can be prepared from any staff member trained on the job. You will always have enough gelato in stock to survive a high-traffic sunny day. It couldn't be easier to make your customers a little happier.



WHAT ELSE DO WE DO FOR YOU?

As we are restaurateurs, trained in the world hotel and restaurant business, we have been running restaurants for years and years and now we run our own Giovanni L. cafés and gelato parlours.

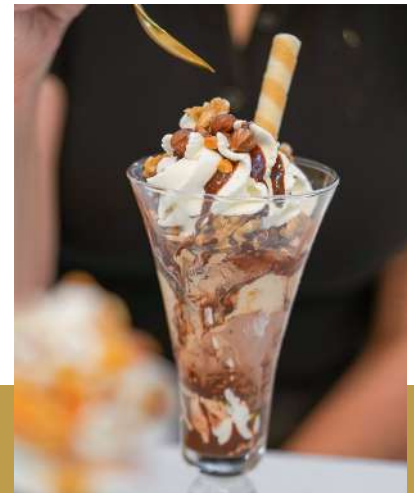
EVERYBODY LOVES GELATO!

Service staff will get compliments all the time (and tips), when gelato creations are served as a highlight at the end of a menu or just as a little afternoon reward on the patio.

Customers will remember and might choose your place again because of Giovanni L. gelato de luxe.

Extraordinary & Creative Dessert Variations

- Highly qualified product development department
- Cooperation with resellers to meet their needs in the creation of gelato sundaes



FOODPAIRING

Whether asian, mediterranean or international cuisine: Giovanni L. product development will be happy to put together combinations for you and your menu.

Make use of Giovanni L.'s many years of experience and expertise! Combine a delicious crème brûlée with a scoop of Tahiti Lemon, refine a sumptuous chocolate torte with a scoop of vanilla ice cream. The possibilities of foodpairing are limitless and enrich the local cuisine as well as your menu.

THE MENUS



A gelato menu has to do more than just convey information. It has to stimulate your appetite to create an immediate desire. High-quality images, creative graphic design, clarity and a tactile experience all combine to inspire every guest.

OUR
CONCEPT
MENU



With our experience and your goals, we create an ice cream menu in a joint creative process tailored to your unique situation.

The durability of our standard gelato menu is an important feature. The cover and the synthetic paper is wipeable and extremely robust. To prevent rapid wear, the corners of the menu are reinforced with brass. The pages are pre-drilled to give you the opportunity to integrate individual products or seasonal offers into the menu as quickly as possible.







YOU CAN
FIND US
 HERE



About 500 sales outlets from small to large worldwide.



current state 03/2020

 Bakken / Kopenhagen	 Zürich	 Wien
 Söller / Port Söller	 UAE	 KSA

CONCEPT

OUR

Concept

Designs

The design of Giovanni L Gelato shops may look different depending on the country, but there are certain consistent features across all locations. What really ties together the 500+ branches worldwide is their commitment to top-notch quality, delicious flavors, and a unique taste experience you won't find anywhere else.

ABU DHABI - UAE



LUV LÜBECK



CITTI-PARK KIEL



ROSTOCK



BOULEVARD BERLIN



SAUDI-ARABIA



SAUDI-ARABIA



SAUDI-ARABIA



SAUDI-ARABIA





Giovanni L.[®]

G E L A T O D E L U X E



follow us

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