

GELATO PREMIO MAKES GELATO AS SIMPLE AS 1, 2, 3

If you've ever been to a food show, you have seen how attendees swarm for samples of gelato. You've probably thought of adding it but thought it was too complicated. At first, so did Mark Green, owner of Montville Gourmet Pizzeria and Café, which is on the Sunshine Coast Hinterland. He and his wife, Anne, have been in business about four years but added gelato about six months ago.

"Originally I looked at gelato as an add-on for a dessert to go with pizza and coffee," Mark said. "I looked at all the ways to make gelato with the pasteurizing process, batch freezers and such and thought it was a bit time consuming. I wanted something simple and read an article about gelato in PMQ and saw an on-bench gelato machine by Gelato Premio. Bob de Groot said he would come up and show me how it worked. I was quite surprised at how simple and straightforward it was. The Gelato Premio system comprises very simple equipment and processes. I chose a machine that has allowed me to put my touch to gelato. It is a simple process to begin, but after you learn, your only limitation is your imagination. I have added little things to the gelato to make signature desserts customers can't get anywhere else, such as some of the liqueur flavours."

Mark said gelato has brought extra business in. He advertises gelato and when customers come in they decide to have a coffee too...and then see the

menu and come back in that evening for dinner and buy more gelato! "Within three months between 50% and 60% of our dining customers were buying gelato," Mark said. "In less than ½ an hour I can produce 5 liters and out of this batch, you get on average of about 40 serves and the profit margins are quite good. For me though, it has been a fun and simple way to add another service to make us unique."

These machines take very little space. The gelato display case is 1.2 meters long and the gelato maker being about 1 meter square. "I had half of my investment in the equipment come back in the first three months alone," he said. "For me it has become a business within a business. Bob has been excellent with advice, service and the product is fantastic. Customers want someplace to go that is unique and simply serving pizza just isn't enough. Gelato Premio has given me that edge that makes my café a destination. If gelato is something you are considering, go with a reputable company and people like Gelato Premio and Bob de Groot."

If you would like to learn more about gelato and Gelato Premio products, be sure to give Bob de Groot a ring on his mobile 0415 750 445 or visit their site at www.gelatopremio.com.au. Bob can also be reached at bobdeg@ozemail.com.au.

PMQ's Pizza Australia



\$10 EXTRA PROFIT WITH EVERY PIZZA PICK-UP, DELIVERY OR DINE-IN DESSERT CUSTOMER.

Gelato and sorbet are perfect profit partners. More so when you make your own. You manufacture, wholesale and retail. One hour of production makes 3 tubs of gelato. **The sale of those 3 tubs earns you \$270 profit.** Our all-inclusive package of Italian equipment and ingredients that pays itself off can be leased for around \$20 a day. Full training and marketing support provided.

Gelato Premio
AUTHENTIC ITALIAN GELATO

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2008 AUSTRALIAN PIZZA INDUSTRY CENSUS

PMQ's Pizza Australia Magazine is conducting the first-ever census survey of the Australia pizza industry in order to create and share practical business information that can benefit each member of the industry. You'll find a sample of just a few of the questions in the survey below. To take the survey, go online to www.pmqaustralia.com and click on Aussie Pizza Census. Results will only be viewable to those who take the survey.

EACH COMPLETED SURVEY WILL BE ENTERED FOR A CHANCE TO WIN \$100!
The winner will be announced in the June/July issue.

1) Which of the following best describes your operation?

- Independent Operator
- Franchise Operator
- Chain Operator
- Manufacturer
- Distributor
- Future Pizza Operator
- Consultant
- Association
- Other, specify:

2) What is your current position?

- Owner
- Manager
- Marketing Manager
- Industry/Vendor
- Other, specify:

3) Where do you go for pizza advice?

- Magazines
- Web
- Consultant
- Books
- Other, please specify:

4) Do you use the Internet?

- Never use it
- Seldom use it
- Use it frequently

5) If you use the Internet, do you visit www.PMQAustralia.com?

- No
- Occasionally
- Frequently

6) With regard to PMQ's Pizza Magazine, do you:

- Read it cover to cover
- Read most of it
- Skim it
- Don't read it

7) Which topics would you like to see more coverage of in PMQ?

- Food
- Marketing
- Operations
- Management
- Trends
- Other, specify:

8) In what area have you seen the highest increase in sales?

- Chicken
- Appetizers
- Salads
- Desserts
- Beverages
- Gourmet Toppings
- Gelato
- Other, specify:

9) How many units do you own?

- 1 Unit
- 2-3 Units
- 4-10 Units
- Over 10 Units

10) How many direct competitors do you have in your area?

- Less than 5
- 5-10
- 10-15
- More than 15

11) In general, do you see your sales increasing, decreasing or about the same compared to last year?

- Increasing
- Decreasing
- Same

12) Do you have a POS System?

- Yes, (if yes, which system do you use?)
- No
- Planning to get one

13) Which segment of your sales, as reported above, have seen the most growth during the last year?

- Dine In
- Take Out
- Take & Bake
- Delivery
- Catering

14) Do you accept credit cards?

- Yes
- No

15) What is your best-selling topping?

16) What is your best selling non-pizza menu item?

17) How many different sizes of pizza do you offer?

Take the Census and win \$100 at www.pmqaustralia.com!!!