



Gelato Courses: Year 2016

Held by LUCAMARI Co. Ltd.

Modular Courses:

1-Day Course – General, Basic, Gelato and Ice Cream Business picture:

Aimed to: beginners, home family businesses, small Ho.Re.Ca. entrepreneurs ... or even just Gelato lovers
Program:

- Ice Cream and Gelato, 2 styles for 2 different products
- Production methods,
- Demo of production in cold process (1 milk flavour, 1 ready to use, 1 fruit flavour)
- Equipment and Investment
- Sales channels and profitability
- General Ingredient's picture, different choice for different equipment/Production methods
- Intro to "Balance of Ingredients" Concept – How to make Gelato/ice Cream recipes, customizing 100 % your home made production
- Case studied

Schedule 2016: April 20th, June 22nd, August 31st, November 2nd,

2-Day's Course – Advanced, Complete, theoretical/practical, program to be "Professional Gelato-Makers"

Aimed to: beginners, home family businesses, small Ho.Re.Ca. Entrepreneurs ... or even just Gelato lovers

Program of Day-1:

- Gelato: Composition and Characteristics of the Italian Style beloved, favourite dessert in the world
- Ice Cream: Composition and Characteristics of the American Style version
- Production Processes: Advantages, Disadvantages, Specifications and Characteristics
- Ingredients: Analysis and characteristics, effects to the final product
- Methods of Production
- Recipes: How to create it properly, comparisons between different recipes, and flavours

Program of Day-2:

- Milk flavours, Fruit Flavours, Gelato, Sorbets/Sherbets
- Manage the unsold, avoid leftover
- Learn on Equipment: for the Laboratory of Production, for the Point of Sales. Profit start since before the purchase of the machines! Several solutions for different needs, how to define them
- Questions and Answers

Schedule 2016: April 21-22, June 23-24, September 1-2, November 3-4,

All courses include Coffee breaks and Lunch

Certificate of Participation at the end of each class

Prices: 1-Day Course – General, Basic, Gelato and Ice Cream Business picture:

Location: Phuket Cost: 6.000 Baht (Vat Included)

2-Day's Course – Advanced, Complete, theoretical/practical, Hands-on "Professional Gelato-Makers"

Location: Phuket Cost: 22.000 Baht (Vat Included)

Special Offer: Package "2 in 1": 3-Days Course: "1-Day Course" + "2-Day's Course"

Location: Phuket Cost: 25.000 Baht (Vat Included)

Schedule 2016: 20-22 April, 22-24 June, August 1st-September 1-2, 2-4November,

Terms and Conditions: N. of participant x each course: Min. 6, Max 10 pax

Booking Dateline: 3 weeks before Course date

Payments: in advance

Accommodation : we can provide accommodations at special conditions, please feel free to contact us for info and details

Email: sales.marketing@lucamari.com

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PRICES & COURSE PROGRAMS

“1 day Course” Program:	Introductory, General Picture of Gelato World and Business
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Price: 4,990 Baht Per person (VAT Inc.)

Aimed to: Whoever need more detailed information looking for the decision to start a gelato business, to clear any doubt, well identifying necessary investments, equipment, and knowledge level, for a safe and calculated level of risk.
Whoever look at Gelato or Ice Cream as a real potential, new occasion of sales and Profit; a new channel, besides already existing activities.

Participants: Minimum 6 pax Maximum 10 pax

Duration: 1 Day (Time: 09.30 – 17.30)

Topics: General picture on Gelato Business: Gelato and/or Ice Cream, production methods, sales methods and channels, equipment, investment, profitability. Case studied, Gelato production demos.

Program:

- 9.30 Gelato and Ice Cream Introduction
- 9.45 Production System and Process
- 10.00 Introduction to Equipment and Tools
- 10.30 Gelato Composition
- 10.45 Coffee Break
- 11.00 Artisan, Industrial, Soft ice cream, Scooping
- 12.45 Lunch Break
- 14.15 Preparation of some Milk base flavour and Sorbet
- 15.45 Coffee Break
- 16.00 Analysis of different way to propose and sell it
- 16.45 Start-up Basic Elements and Layout
- 17.00 Question & Answer

“3 days Course” Program:	Gelato and Ice Cream Fundamentals, Hands On & Theory
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Price: 25,000 Baht per person (VAT Inc.)

Aimed to: “Gelato” or “Ice Cream” Parlour owners and operators, who need to learn about their own business
Gelato lovers that just want to learn more about their favourites, looking to transform a passion into a real business opportunity.

Topic: Notions, hands on & theory, necessary to run and manage gelato businesses, production and sales, concerning production, Ingredients, equipment information, sales strategies, and profitability

Duration: 3 Days (Time: 9.30 – 17.30)

Participants: Minimum 5 to Maximum 10 pax

Program:

- Gelato and Ice Cream Introduction
- Different “Production system” methods
- Advantages of Gelato Healthy, Natural, Low Calories product
- Composition Analysis
- Production Processes and Organization

Equipment and Tools

Ingredient Analysis

Recipes Arrangement

How to arrange a gelato recipe and evaluate it

Milk Base Recipes preparations, Analysis and Comparison

Fruit Sorbet Recipes preparations, with Analysis and Comparison

Sales and Services methods and strategies

Cost Calculation, Investment, Income and Profitability

A Certificate of Attendance will be awarded upon Course Completion, along with educational materials