



The Start-Up Package

Villa Dolce is an Italian family owned company. We specialize in providing a complete start-up package to help you integrate gelato into your new or existing venue. With over 15 years of crafting gelato and display case experience, we'll help you maximize profits and provide unmatched service and support.

The Product

Enjoy one free fill of Villa Dolce's artisan, ready-to-serve gelato and sorbetto. With over 100 flavors, we can help you develop a customized program for your business needs.



The Equipment

As the largest Importer of products for gelato, we offer unbeatable pricing on purchased or leased gelato cases. Let us help you find the ideal showcase for your retail venue!



The Service

Villa Dolce Provides free flavor tags, marketing materials, and training (how to promote gelato, proper scooping techniques, gelato pan decoration and maintenance). Many startup packages include a 20% discount on your first order of accessories (cups, spoons, to-go containers, etc.).



Gelateria Style Accessories

Please view options on Page 11 & 12

Or you can visit www.alcas.us



To-Go Containers – 5 Liter Gelato Pans & Lids

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6900 Canby Suite 106, Reseda, CA 91406 (866) 705-5600 www.villadolcegelato.com

Aspen Deluxe Gelato Showcase



The Equipment

Villa Dolce Gelato carries various lines of elegantly designed gelato show cases, from 6 flavor gelato display cases all the way up to 24 flavors. Maximize every inch of real estate in your new or existing business with a beautiful display of Villa Dolce Gelato. Average weekly profits from gelato sales are between \$1,000 to \$2,000.



Aspen Deluxe

This showcase comes standard with the following features:

- Double Pane Heated Front & Side Glass
- Hydraulic Piston Lift-Up Front Glass
- Digital Temperature Control with Automatic Hot-Gas Defrost
- Air-Cooled Condensing Unit
- Stainless Steel Work Surface
- LED Lit Flavor Rail for displaying flavors
- LED Spot Light Front Panel
- Flat Glass Top for merchandising
- 8 Degrees of Pane Slope for optimal display
- Stainless Steel Gelato Pans & Caster Wheels included
- Also available in applications for Pastry, Chocolate & Deli
- Offered in 12, 16, 18 and 24 pan options
- RAL Color Options available

<i>Model</i>	<i>Length</i>	<i>Depth</i>	<i>Height</i>	<i>Compressor Power</i>	<i>Refrigerant</i>	<i>Running Temperature</i>	<i>Power Supply</i>
<i>AD-12G</i>	48.23"	46.85"	54.33"	1130W	R404a	-10F / +10F	220/1/60Hz
<i>AD-16G</i>	61.38"	46.85"	54.33"	782W + 700W	R404a	-10F / +10F	220/1/60Hz
<i>AD-18G</i>	68.19"	46.85"	54.33"	782W + 782W	R404a	-10F / +10F	220/1/60Hz
<i>AD-24G</i>	88.62"	46.85"	54.33"	782W + 1130W	R404a	-10F / +10F	220/1/60Hz

Troy Sport Low Profile Gelato Case



The Equipment

The Troy Sport is the latest design, offering a low-profile look that will attract customers from afar! With its new sleek design, the Troy Sport will surely create the “wow factor” in your shop. The reduced height and display angle offers amazing views of your product. Just like the Aspen Deluxe, the Troy Sport is constructed with a Stainless Steel Chassis, Insulated with High Density Polyurethane Foam Paneling, Double Pane Heated Front & Side Glass is all Electronic Digitally Controlled.

This showcase comes standard with the following features:

- Double Pane Heated Front & Side Glass
- Digital Temperature Control with Automatic Hot-Gas Defrost
- Air-Cooled Condensing Unit
- Stainless Steel Work Surface
- LED Lit Flavor Rail for displaying flavors
- 8 Degrees of Pane Slope for optimal display
- Stainless Steel Gelato Pans & Caster Wheels included
- Offered in 12, 16, 18 and 24 pan options
- RAL Color Options available



Troy Sport

Model	Length	Depth	Height	Compressor Power	Refrigerant	Running Temperature	Power Supply
TS-12G	48.43"	48"	48"	1130W	R404a	-10F / + 10F	208/220/1/50-60Hz
TS-16G	61.61"	48"	48"	782+700W	R404a	-10F / + 10F	208/220/1/50-60Hz
TS-18G	68.31"	48"	48"	782+782W	R404a	-10F / + 10F	208/220/1/50-60Hz
TS-24G	88.78"	48"	48"	1130+782W	R404a	-10F / + 10F	208/220/1/50-60Hz



Smyrna Gelato Case



The Equipment

The Smyrna Showcase is welcomed addition to our line of Showcases. This ultra-contemporary showcase displays your product unlike any other with its geometrically shape and prismatic lines. The sharp paneling and angled glass, translates to maximum visibility that your customers truly desire.

The Prizma also is constructed with a Stainless Steel Chassis, Insulated with High Density Polyurethane Foam Paneling, Double Pane Heated Front & Side Glass is all Electronic Digitally Controlled.



Smyrna

This showcase comes standard with the following features:

- Double Pane Heated Front & Side Glass
- Digital Temperature Control with Automatic Hot-Gas Defrost
- Air-Cooled Condensing Unit
- Stainless Steel Work Surface
- LED Lit Flavor Rail for displaying flavors
- 8 Degrees of Pane Slope for optimal display
- Stainless Steel Gelato Pans & Caster Wheels included
- Available in applications for Pastry, Chocolate & Deli
- Offered in 12, 16, 18 and 24 pan options
- RAL Color Options available

Model	Length	Depth	Height	Compressor Power	Refrigerant	Running Temperature	Power Supply
SMV-12G	48.23'	46.06'	48.62'	1130W	R404a	0F/-7.6F	220/1/50-60Hz
SMV-16G	61.38'	46.06'	48.62'	782W + 782W	R404a	0F/-7.6F	220/1/50-60Hz
SMV-18G	68.19'	46.06'	48.62'	782W + 782W	R404a	0F/-7.6F	220/1/50-60Hz
SMV-24G	88.62'	46.06'	48.62'	782W + 1130W	R404a	0F/-7.6F	220/1/50-60Hz



SLM Gelato Case



The Equipment

The “SLM” or Slimline Gelato Showcase is a must if floor space is any issue. This entry level showcase is a perfect option where gelato isn’t the focal point of your business, but looking for an additional source of revenue. This sleek looking showcase, still offers a modern look and feel with its curved glass and attractive paneling.



The SLM Showcase is offered with the following:

- Digital Temperature Control with Automatic Hot-Gas Defrost
- Air-Cooled Condensing Unit
- Stainless Steel Work Surface
- Gelato Pans and Caster Wheels included
- Comes standard in a Silver finish
- Offered in 6, 7 or 8 pan options

“SLM” or Slimline

Model	Length	Depth	Height	Compressor Power	Refrigerant	Running Temperature	Power Supply
SLM-6 G	48.8'	28.5'	49.2'	630W	R404a	-18/-22C	220/1/50-60Hz
SLM-7 G	55.5'	28.5'	49.2'	700W	R404a	-18/-22C	220/1/50-60Hz
SLM-8 G	63'	28.5'	49.2'	782W	R404a	-18/-22C	220/1/50-60Hz



The Equipment

The Baroque SLM or Slimline Gelato Showcase is a must if floor space is any issue. This entry level showcase is a perfect option where gelato isn't the focal point of your business, but looking for an additional source of revenue. This sleek looking showcase, still offers a modern look and feel with its curved glass and attractive paneling.



Baroque SLM or Slimline

The SLM Showcase is offered with the following:

- Digital Temperature Control with Automatic Hot-Gas Defrost
- Air-Cooled Condensing Unit
- Stainless Steel Work Surface
- Gelato Pans and Caster Wheels included
- Comes standard in a Silver finish
- Offered in 6, 7 or 8 pan options



Model	Length	Depth	Height	Compressor Power	Refrigerant	Running Temperature	Power Supply
BSLM-6 G	47'	27.6'	51.2'	630W	R404a	-18/-22C	22/1/50-Hz
BSLM-7 G	54.1'	27.6'	51.2'	700W	R404a	-18/-22C	
BSLM-8 G	61.2'	27.6'	51.2"	782W	R404a	-18/-22C	



Equipment Pricing

Must Complete Gelato Start –Up Purchase Agreement in Order to Qualify for List Pricing (Page 9)

Display Cases Description	Model#	FOB Pricing Houston, TX
Aspen Deluxe Gelato Display Cases Troy Sport Gelato Display Cases	12-G	\$9,900
	16-G	\$11,900
	18-G	\$12,900
	24-G	\$15,200
Smyrna Gelato Display Case	12-G NEW	\$10,150
	16-G	\$12,150
	18-G	\$13,150
	24-G	\$15,450
SLM Gelato Display Case	SLM-6	\$3,900
	SLM-8	\$4,650
SLM Baroque Gelato Display Case	B-6	\$5,600
	B-8	\$6,400
	B-10	\$7,500
Aspen Deluxe & Troy Sport Pastry Cases	12-P	\$6,700
	16-P	\$7,500
	18-P	\$8,000
	24-P	\$9,500
Smyrna Pastry Display Cases	12-P	\$6,950
	16-P	\$7,750
	18-P	\$8,250
	24-P	\$9,750



Start –Up Purchase Agreement

Purchase a gelato display case from Villa Dolce and receive 1 fill up to 12 flavors of gelato completely free. 12 flavors of gelato equals \$1300 in gross revenue.

Rebate Form Rules

To receive your rebate the following 5 items must be completed with in 180 days:

1. The below Rebate Form, completed with company name and contact information.
2. Copy of your equipment invoice showing proof of purchase.
3. Distributor invoice clearly stating the purchase of Villa Dolce Gelato or Sorbet.
4. Copy of completed Villa Dolce Gelato equipment order form.

• Send to:

Villa Dolce Gelato
6900 Canby Suite 106
Reseda, CA 91406

.....
Rebate Form

Distributor Name: _____

Business Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Contact Person: _____

Villa Dolce Sales Representative: _____

Make Check Payable to: _____

Email: _____

Signature: _____ Date: _____

***Please allow 4 to 6 weeks for processing of rebate check.**

Coupon reproductions will not be accepted. Offer applies only to Villa Dolce Gelato products. Rebate does not apply to any other program. Not valued with any other equipment or unauthorized manufacture. Equipment must be purchased through Villa Dolce Gelato. Void where prohibited.



— Product Attributes —

Natural

...

Less Fat Than Ice Cream

...

Fresh Pasteurized Cream, Free Of Growth Hormones

...

No High-Fructose Corn Syrup, Only Fine Pure Cane Sugar

...

Low Overrun, 30% (Air) Dense Rich & Creamy

...

Fresh Fruit, No Syrups, Flavorings or Fruit Preserves

...

Real Belgium Chocolates

...

Authentic Argentine Dulce de Leche

...

French Sel Sea Salt



— About Villa Dolce —

We are committed to the 500-year-old tradition of handcrafting gelato and sorbetto with unparalleled artisanship.

We make everything from scratch, using only the finest natural and raw ingredients, carefully sourced locally and from around the world.

Our creamy gelato and refreshing sorbetto are available in many luxurious flavors, with each and every batch slowly blended to perfection.

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Gelato & Sorbetto Flavors

Product Description (Gelato)

Manufacturer UPC Code

Amarena Black Cherry Gelato	6 5206032721 6
Argentine Sea Salt Caramel Gelato	6 5206032851 0
Balsamic Fig & Mascarpone Gelato	6 5206033102 2
Banana Dulce de Leche Gelato	65206032751 3
Belgian Dark Chocolate Gelato	6 5206032881 7
Birthday Cake Gelato	6 5206032791 9
Bourbon Vanilla Apple Crisp Gelato	6 5206033580 8
Caribbean Coconut Gelato	6 5206032921 0
Coffee Chocolate Chip Gelato	6 5206032843 5
Georgia Peach Gelato	6 5206033191 6
Green Tea Gelato	6 5206033045 2
Italian Espresso Gelato	6 5206032965 4
Torta al Limone (Lemon Pie)	6 5206033065 0
Madagascar Vanilla Bean Gelato	6 5206033411 5
Maple Roasted Butter Pecan Gelato	6 5206033081 4
Menta (Mint) Chocolate Chip Gelato	6 5206033141 1
nutella Gelato	6 5206033161 9
NY Strawberry Cheesecake Gelato	6 5206033330 9
Old-World Spumoni Gelato	6 5206033315 6
Peanut Butter Cup Gelato	6 5206033201 2
Piemonte Hazelnut Chocolate Crunch Gelato	6 5206033051 3
Pure Sicilian Pistachio Gelato	6 5206033231 9
Spiced Pumpkin Gelato (Seasonal)	6 5206033251 0
Stracciatella (Italian Chocolate Chip) Gelato	6 5206033321 7
Tiramisu Gelato	6 5206033391 0
Traditional Cookies & Cream Gelato	6 5206032935 7
Ube (Purple Yam Gelato)	6 5206020575 0
Wild Strawberry Swirl Gelato	6 5206033333 0
Vegan Vanilla Gelato	6 5206033590 7
Wild Prickly Pear Gelato	6 5206033245 6
Salted Dulce de Leche Gelato	6 5206033271 5
Vanilla Gelato (No Sugar Added)	6 5206033412 2
Chocolate Gelato (No Sugar Added)	6 5206032891 6

Product Description (Sorbetto)

Manufacturer UPC Code

Blackberry Cabernet Sorbetto	6 5206032770 4
Alphonso Mango Sorbetto	6 5206033091 9
Chocolate Sorbetto	6 5206032895 4
Limoncello Sorbetto	6 5206033071 1
Mixed Berries Sorbetto	6 5206033001 8
Passion Fruit Sorbetto	6 5206033181 7
Rosanna Raspberry Sorbetto	6 5206033261 6
Sicilian Blood Orange Sorbetto	6 5206032781 0
Wild Strawberry Sorbetto	6 5206033341 5
Zesty Lemon Sorbetto	6 5206033061 2



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Gelato Serving Accessories

Villa Dolce is pleased to announce that we have partnered with Alcas, Italy's #1 supplier of elegant, high-quality gelato accessories. Villa Dolce has pre-negotiated for our customers a 20% discount on all Alcas products.

We Know that catering a great experience for your customers goes beyond just serving a fantastic product. Every detail of your retail shop becomes an extension of the brand experience. Whether you're serving gelato, ice cream, sorbet or frozen yogurt, choose from our selection of high quality, industry-standard gelato cups, spoons and supplies from Alcas on PAGE 13 (Next).

*To view Alcas products online, please visit www.alcas.us/
You can also request a full catalog by emailing sales@villadolcegelato.com*

*To order direct from Alcas, please contact Luigi or Jamilah
Please make sure you reference Villa Dolce to receive your 20% discount*

Luigi & Jamilah will assist with setting up your account and answer any questions you have.



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Accessories & Pricing

Item	Extended Item Code	Description	Case Pack	Unit Price	Case Price
140	La Coppetta	SCOOP CUPS - LA COPPETTA			
140/1	140012010	SCOOP CUP 100CC - Yellow	1200	\$0.08	\$97.81
140/2	140022020	SCOOP CUP 130CC - Fuchsia	1050	\$0.10	\$109.52
140/3	140005030	SCOOP CUP 170CC - Emerald Green	600	\$0.12	\$72.52
140/4	140018040	SCOOP CUP 200CC - Blue	900	\$0.14	\$126.33
140/5	140069050	SCOOP CUP 250CC - Purple	640	\$0.18	\$118.72
140/6	140016060	SCOOP CUP 300CC - Pink	600	\$0.21	\$129.26
140/7	140019070	SCOOP CUP 400CC - Green	400	\$0.25	\$100.02
140/8	140090080	SCOOP CUP 500CC - Orange	450	\$0.32	\$144.05
240		SCOOP LIDS - LA COPPETTA			
240/6	240001060	SCOOP LID FOR 300CC	400	\$0.12	\$49.14
240/7	240001070	SCOOP LID FOR 400CC	400	\$0.14	\$57.45
240/8	240001080	SCOOP LID FOR 500CC	400	\$0.19	\$79.60
140		SCOOP CUP DISPENSER			
140	140000500	SCOOP DISPENSER	1	\$128.91	\$128.91
048		JOY MIX CUPS			
048/8	048002080	STRIPED JOY CUP 130 cc (white and green stripes)	1200	\$0.10	\$130.28
048/9	048002090	STRIPED JOY CUP 170 cc (white and red stripes)	1000	\$0.13	\$130.51
048/10	048002100	STRIPED JOY CUP 210 cc (white and orange stripes)	800	\$0.14	\$118.94
248		ICE-MIX LIDS (Clear) for YO-MIX and JOY MIX CUPS			
248/3	248201030	LID for JOY CUP 130 cc (suitable for Joyoso Cup)	600	\$0.08	\$48.41
248/4	248201040	LID for JOY CUP 170 cc	500	\$0.08	\$44.26
248/5	248201050	LID for JOY CUP 210 cc- YO MIX 100 cc	400	\$0.09	\$38.85
		GELATO SPOONS - LOGO-BIO-COMPOSTABLE			
088/0T	088001000	GELATO SPOON Transparent Assorted Colors	7000	\$0.01	\$79.19
088/1	088012010	PLA Compostable spoons 9,5cm - cream	6000	\$0.02	\$142.18
088/9	08800009K	Bio Spoons 9,5cm - cream/orange/green	6500	\$0.01	\$100.80
080/1	080001010	DISPENSER P. BOX (Transparent keys)	1	\$100.56	\$100.57
080/2	080001020	DISPENSER P. BOX (Blue/green keys)	1	\$100.56	\$100.57
080/3	080022010	DISPENSER P. BOX (Purple/fuchsia keys)	1	\$100.56	\$100.57
180/0	180000000	PALITA SPOON for DISPENSER P. BOX	7,650	\$0.02	\$190.25
		BIODEGRADABLE PLA GELATO CUPS			
145/3	145030030	PLA cup 130cc (Orange)	1200	\$0.11	\$132.00
145/4	145012040	PLA cup 170cc (White)	1000	\$0.13	\$137.11
145/5	145019050	PLA cup 210cc (Green)	800	\$0.15	\$122.12
250/3	250201030	PLA Dome lid for cup 145030030 (130cc) clear	600	\$0.10	\$62.04
250/4	250201040	PLA Dome lid for cup 145012040 (170cc) clear	500	\$0.11	\$56.21
250/5	250201050	PLA Dome lid for cup 145019050 (210cc) clear	400	\$0.14	\$56.11
		CONTAINER TO GO			
310/2	310002020	YETI - Styrofoam tub 350gr/500 cc with lid (M)	50	\$0.78	\$39.30
310/3	310002030	YETI - Styrofoam tub 500gr/750 cc with lid (L)	50	\$0.84	\$42.42
310/4	310002040	YETI - Styrofoam tub 750gr/1000 cc with lid (XL)	50	\$1.02	\$51.03
046/3	046001030	GELATO JAR 500 cc (with lid)	150	\$0.57	\$85.72
046/6	046001060	GELATO JAR 1000 cc (with lid)	150	\$0.70	\$105.57
151/11	151008110	ICE BAG for GELATO JAR	75	\$1.23	\$92.23
126		BANANA SPLIT (Satin White)			
126/1	126001010	BANANA SPLIT	500	\$0.30	\$152.01



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Start-Up Packages

Suggested Supply Package

This price includes our 20% discount

La Coppetta Cups:

130cc 4.4oz Qty 1050 Fuchsia \$109.53

170cc 5.75oz Qty 600 Emerald Green \$72.52

200cc 7.1oz Qty 900 Blue



Transparent Gelato Serving Spoons:

Qty 7000 - \$79.19



To Go Packaging TUB:

Styrofoam To-Go Containers 500cc Qty 50 - \$39.30

1000cc Qty 50 - \$51.03



Take Away Packaging JAR with LID:

JAR To-Go Containers 500cc Qty 150 - \$85.72

1000cc Qty 150 - \$105.57



ICE BAG FOR GELATO JAR Qty 75 - \$92.23

Gelato Artigianael

Marketing Material Package:

2 - Posters

12 - Pop-Up Table Tents

2 Sets of Flavor Tags

Display Case (Villa Dolce Decal)



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Economic Model

Economic Model is based on the AVG cost per Pan (Case) of Villa Dolce Gelato & Sorbetto 5Ltr. Pan's through our distribution network.

Pricing may slightly vary depending on your source of distribution or business location.

Cup Size oz's.	Gelato, Cup, Spoon Cost	Suggested Sell Price	Profit Per Serving	% Gross Margin	\$ Profit Per Gelato Pan	Business			
						Days 7 Wk.	Total Cases Sold	\$Profit Per Wk.	\$Profit Per Mo.
3	\$0.70	\$3.50	\$2.80	80%	\$144.68	Wk.	10	\$1,123.40	\$4,493.60
5	\$1.13	\$4.75	\$3.62	76%	\$112.34	Wk.	20	\$2,246.80	\$8,987.20
7	\$1.54	\$5.75	\$4.21	73%	\$93.16	Wk.	30	\$3,370.20	\$13,480.80
						Wk.	40	\$4,493.60	\$17,974.40

Sales projections based on AVG sale (5oz. Cup)

AVG oz's Per Pan

155.00

Cup oz's AVG Servings Per Pan

3	51.7
5	31.0
7	22.1

AVG Cost Per Pan

\$31.50



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Contact Villa Dolce

We deliver product everywhere in the U.S. through our nationwide distribution. For questions or to set up an account, please contact [Ryan Rodriguez](mailto:Ryan.Rodriguez@villadolcegelato.com).

Office: 818-343-8400 Direct: 407-780-5023

Email: Ryan@villadolcegelato.com

“Italian's are passionate about their food and wine. Quality is the most important thing. It doesn't have to be expensive or exclusive to make an Italian happy. It just has to be authentic and well-made.”

“The Marcaccinis”



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