

# THE GELATO FIASCO

## WHOLESALE EXPRESS DISH MENU

### OFFER THE GELATO FIASCO TO-GO. PRESENTING THE EXPRESS DISH.

Authentic. Innovative. Delicious. The Gelato Fiasco creates modern and unique gelato flavors using practices perfected centuries ago. Our gelatieri make our gelato from scratch with milk fresh from Maine dairies. Now this world-class product is available in single-serve containers.

### ORDERING INFORMATION

#### HOW TO ORDER

**Call** (207) 607-4002 from 8 a.m. to 11 p.m. seven days a week.

**Email** [delicious@gelatofiasco.com](mailto:delicious@gelatofiasco.com) at any time, day or night.

**Stop by** our flagship store and creation kitchen to test our flavors or place an order. 74 Maine Street, Brunswick, Maine 04011.

**Log-on** to [wholesale.gelatofiasco.com](http://wholesale.gelatofiasco.com) for more information about our products.

#### PRICING

Your cost is \$18 per case. Each case contains eight half-pint dishes. We suggest a retail price of \$3.29 per Express Dish. Order one flavor per case. No minimum order.

#### COMPLEMENTARY SHIPPING AND DELIVERY

We offer free delivery on orders of four or more cases to customers within 30 miles of Brunswick. Please contact us to learn about costs for delivery beyond 30 miles.

#### ORDER PROCESSING TIMES

Our delivery schedule depends on your location. Please follow the custom schedule below. If you cannot meet it, please contact us to discuss alternative arrangements.

ORDER BY  FOR DELIVERY BY



An Express Dish opened and served with a red spoon.

#### THE EXPRESS DISH

We pack by volume to approximately eight ounces. The Express Dish contains professionally designed, high-quality labeling on the front and back of the package. A label on the top of the container contains ingredient information for the individual label. Other sizes are also available.

#### STORAGE

Gelato should be stored in a freezer set between zero and seven degrees Fahrenheit. This will help the gelato retain its creamy texture right out of the freezer. However, if a separate gelato freezer is unavailable, gelato may be stored in a standard dessert or frozen foods freezer. Express Dish containers should be served with signature red spoons from The Gelato Fiasco.

#### SHELF LIFE

If properly stored, gelato will retain its texture and consistency for at least 60 days.

#### WE'RE HERE TO HELP

Please see the final page of this menu for ways that we can help make The Gelato Fiasco a top-selling product at your store. We specialize in, eat a lot of, and love gelato. We want to share the love with you and your customers. The Gelato Fiasco is owned and operated by Joshua Davis and Bruno Tropeano.

## EXPRESS DISH SELECTIONS

### GELATO

#### CHOCOLATES

##### Brownie Batter

*Have you ever licked the bowl after your mom made a batch of homemade brownies? Enough said.*

##### Chocolate-Covered Caramel

*Sweet caramel and chocolate make a natural, delicious combination.*

##### Dark Chocolate (Sorbetto)

*Pure dark chocolate goodness. Dairy-free, but amazingly creamy and dense. We've heard people say "it's like ganache," "oh my god," and "mmmm." We think it's just delicious.*

##### House Chocolate

*This house favorite is our standard chocolate flavor. Dense, rich and semi-sweet, House Chocolate will satisfy even the most severe chocolate craving.*

##### Mocha Chocolate Chunk

*We bought out Charlie's factory for the classic combination of espresso and chocolate combined with massive chunks of chocolate.*

##### Nutella

*The Italian breakfast treat is not just for breakfast anymore. Hazelnuts and dark chocolate. Perfect.*

#### VANILLAS

##### Bourbon Vanilla

*Wild Turkey Bourbon from Kentucky is cut with smooth vanilla. We reckon this might start a rebellion.*

##### Triple Vanilla Malt

*Malt shops may be gone, but this flavor is here to stay.*

##### Vanilla Bean

*It's hard to go wrong with plain vanilla — especially when "plain" means using only the world's best ingredients. We import vanilla beans from Madagascar to give this vanilla top flavor and a lot of flecks.*

##### Vanilla Buttermilk

*Tangy Kate's Homemade Butter Buttermilk from Maine and fine vanilla beans.*

#### COFFEE

##### Cappuccino Nutmeg

*Creamy cappuccino gelato with a dusting of ground nutmeg.*

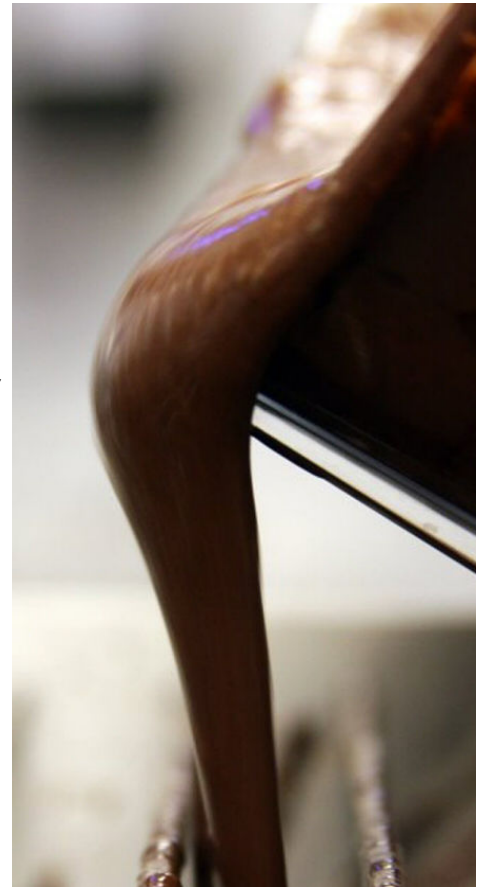
## Choose Your Flavors

**Try the most popular flavors.** You might consider the four flavors that are the most consistently popular at our The Gelato Fiasco Flagship Store in Brunswick. Espresso Gelato, Stracciatella Gelato, Dark Chocolate Sorbetto, and Strawberry Sorbetto are proven favorites.

**Offer at least one dairy-free selection.** While gelato is built on a milk and sugar base, sorbetto is created from a dairy-free sugar and water base. We offer some incredible sorbetto choices made from fresh fruit — including our seasonal Maine Wild Blueberry flavor.

**Experiment.** Our small case size lets you experiment to find what works best in your operation.

**Get our assistance.** We can help select flavors that will appeal to your customers. Ask your sales representative for suggestions.



House Chocolate being created in our Brunswick kitchen.

##### Espresso Fiasco

*Named after (and made from) the same espresso roast we use in our flagship store. These coffee beans are roasted for us by Wicked Joe Coffee Roasting in Brunswick.*

##### Mocha Chocolate Chunk

*We bought out Charlie's factory for the classic combination of espresso and chocolate combined with massive chunks of semi-sweet chocolate.*

##### Turkish Coffee

*Strong, dark coffee accented by a touch of cardamom, black pepper, vanilla and other spices.*

#### SPICES

##### Cardamom

*A foodie favorite. Our cardamom is fresh ground to bring out its complicated flavor — subtly sweet, with hints of cinnamon and nutmeg, bordering on savory.*

##### Ginger

*Ginger fans rejoice. We use freshly ground ginger root in every batch to give it a distinctive kick. Candied ginger puts it over the top.*

##### Lavender Honey

*Made from Maine lavender and Maine honey. This gelato has a delicate flavor that is unsurprisingly unique.*

##### Toasted Coconut

*Touch the Tropics with toasted flakes of coconut blended into sweet coconut gelato.*

#### CONFECTIONS

##### Special Cookie Dough

*We make our own chocolate-chip cookie dough into the best all-natural cookie dough gelato you will ever have. Each batch of dough is made fresh. Egg-free.*

(Continues on next page.)

CALL 207-607-4002 TO ORDER

WWW.GELATOFIASCO.COM

## EXPRESS DISH SELECTIONS (CONTINUED)

### **Cake Batter**

*A festive and fun flavor that is one of our most popular flavors.*

### **Double Stuff**

*Why dip your favorite chocolate and cream cookies in milk when you can have them seamlessly made into milky gelato?*

### **Mint Cookies 'n' Cream**

*A burst of mint provides a new take on a popular flavor.*

### **Peanut Butter Cup**

*Huge chunks of peanut butter cups. Did we say huge chunks?*

### **Stracciatella**

*Slivers of semi-sweet chocolate in a sea of milky gelato. Our take on classic chocolate chip.*

### **NUTS**

#### **Roasted Almond**

*We roast almonds to perfection and grind them fresh.*

#### **Nutella**

*The Italian breakfast treat is not for breakfast anymore. Hazelnuts and dark chocolate. Perfect.*

#### **Nocciola**

*We use 100% Italian hazelnuts, roasted to perfection and — you guessed it — ground fresh.*

#### **Peanut Butter Dream**

*Dreamy and smooth. Tastes like frozen peanut butter.*

### **CARAMELS**

#### **Chocolate Covered Caramel**

*Sweet caramel and chocolate make a natural, delicious combination.*

#### **Dulce de Leche**

*Inspired by the Latin American dessert and made with sweet caramelized milk, this gelato has a subtle, milky caramel flavor.*

#### **Mascarpone Pistachio Caramel Gelato**

*Sweet Mascarpone gelato with a swirl of rich caramel and toasted pistachios.*

### **CREATE A FLAVOR**

We continually create new flavors based on suggestions from you, our customers.

### **SORBETTO**

Dense and creamy, our sorbetto is dairy-free, fat-free and delicious. House-made with real fruit — no syrups.

#### **Cranberry Apple Raspberry**

*A refreshing and tart sorbetto made from the trio of fruits.*

#### **Dark Chocolate Sorbetto**

*Pure dark chocolate goodness. Dairy-free, but amazingly creamy and dense.*

#### **Lemon Rosemary**

*Savory rosemary accentuates the tartness of pure lemon sorbetto.*

#### **Naval Orange Creamsicle**

*A sorbetto reminiscent of the classic orange creamsicle — creamy, sweet, and dairy-free.*

#### **Pomegranate Lime**

*Complementary fruits combine forces in a satisfying sorbetto.*

#### **Pure Lemon**

*Squeezed lemon juice, sugar and water. Crisp, refreshing and pure.*

#### **Raspberry Lime Ricky**

*The classic summer drink turned to a delicious, revitalizing sorbetto.*

#### **Strawberry Balsamic**

*Sweet, field-ripe strawberries popped with a touch of balsamic vinegar.*

### **SEASONAL FLAVORS**

Certain flavors require fresh fruits or other ingredients that are only available during certain seasons. Ask your sales representative about the availability of these flavors.

#### **Molasses Peppermint (Fall)**

#### **Pumpkin Pie (Fall)**

#### **Peppermint Stick (Christmas)**

#### **Italian Egnog (Christmas)**

#### **Blood Orange (Winter)**

#### **Grapefruit (Winter)**

#### **Maple Walnut (Spring)**

#### **Strawberry Rhubarb (Spring)**

#### **Maine Wild Blueberry (Summer)**

#### **Strawberry Lemonade (Summer)**

#### **Peaches 'n' Cream (Summer)**

### **CALL**

(207) 607-4002  
8 a.m. to 11 p.m.  
Seven days a week

### **EMAIL**

delicious@gelatofiasco.com  
Twenty-four hours a day  
Seven days a week

### **STOP BY**

Flagship Store  
and Creation Kitchen  
74 Maine Street  
Brunswick, Maine 04011  
11 a.m. to 11 p.m.  
Seven days a week

### **LOG-ON**

wholesale.gelatofiasco.com  
Specially created web site for  
retailers like you



Our sorbetto flavors use fresh fruits whenever possible — and we never use artificial fruit flavorings.

CALL 207-607-4002 TO ORDER

WWW.GELATOFIASCO.COM

# SALES PARTNERSHIP

We are eager to work with you to successfully bring The Gelato Fiasco to your customers.

## TASTING EVENTS AND STAFF TRAINING

Our Director of Field Marketing is available to assist with gelato tasting events and is pleased to train your staff to help answer questions about making high-quality gelato from scratch. Your customers will love our unique brand — from our all-natural ingredients to our signature red spoons. Please ask us for ideas and suggestions about how we can help make The Gelato Fiasco a top product at your store.

## THE EXPRESS DISH

We don't skimp on quality or quantity. Each Express Dish contains eight ounces of gelato, leaving on-the-go customers satisfied.

## ADVERTISING PARTNERSHIP

We advertise The Gelato Fiasco throughout Maine, including on Facebook, Google, and at special events. We will also list your company on our web site's Locations page.

## UPC CODES

Each container contains a UPC code that you may choose to use with your point-of-sale system.

## POINT-OF-SALE MATERIALS

We can help you create a stunning visual display with materials that will help entice customers.



POINT-OF-SALE WINDOW CLING

## PACKAGE LABEL EXAMPLES



## OTHER SIZING OPTIONS

Interested in expanding the product line available at your store? Ask about our complete line of options, including full pints and trays of gelato to scoop fresh.

## PRAISE FOR THE GELATO FIASCO

"Editors' choice." *Down East Magazine*

"The best gelato in the world." *Sun Journal*

"Quality and creativity are the guiding principles here." *The Maine Switch*

EXPERIENCE THE GELATO FIASCO AT OUR FLAGSHIP STORE · 74 MAINE STREET IN BRUNSWICK  
CALL 207-607-4002 TO ORDER

WWW.GELATOFIASCO.COM