

We hope to see you at an exhibition around the UK soon...

Antonelli News  
February 2020

Supporting Making & Serving Ice Cream

Invest | Inspire | Innovate

Antonelli  
the heart of our business

THE SOURCE  
TRADESHOW

5-6  
February  
Exeter

ICE CREAM  
AND ARTISAN  
FOOD SHOW  
2020 FEB - 13th  
TECHNIQUE EVENT CENTRE

11-13  
February  
Harrogate

40 YEARS  
elpowest®  
Cornwall

3-5  
March  
Cornwall

## An Insight into... The Antonelli Product Range - launching GELPRO

As pioneers in the ice cream industry for over a century, the Antonelli name is synonymous with innovation. We were the first manufacturers to introduce both sugar and waffle cone production to the UK back in the 1960s and 1990s respectively. Today we are the only UK manufacturer that makes all types of cones - wafer, sugar and waffle.

Our partnership with MEC3 has been established for over a decade and from this we have developed our own ice cream training facility where we have inspired many ice cream artisans with our demonstrations and training courses. Over the last decade we have invested in machinery, equipment, technology and our people. What's more we are expanding our ranges of ingredients and flavours. Last month we told you all about our exciting new

GIUSO range and this month we would like to introduce you to our very own GELPRO product range. GELPRO includes products of Italian origin but created specifically for the UK market in particular for UK industrial and wholesaler manufacturers. It is an exciting time for the Antonelli Technical Managers and we look forward to introducing you to our extended range of ingredients as well as our new cones at one of the preseason shows, our Season Launch or maybe on one of our training courses at the Antonelli Gelato Academy.



GELPRO

## Close look at the cabinet - Exciting new kits from MEC3

Our team had an interesting trip to Italy last month tasting the latest products from MEC3 and GIUSO at the world renowned show that is SIGEP. For those of you who have not experienced it before it really does take gelato to another level. We have some exciting new kits to show you, so do come and sample some when you are at the show in Harrogate. Our favourites so far are the MecBrownie and Marshmallow, but if chocolate is your thing then the Extra Trilogy will definitely be one to look out for. There are some exciting new additions to the Quella family too so do come and ask us about those. GIUSO have some amazing new fruit burst flavours too which you will simply have to come and taste - ask for Lemon Burst & Strawberry Burst.



## Bakery News Cone supply post Brexit

Buying UK made cones provides reassurance that you will be able to rely on your delivery, without any customs delays or hold ups due to potentially increasing border restrictions with Europe. Our factory in Manchester is a central UK position ideal for distribution around the UK with local contacts in your area to discuss your cone selection. As manufacturers we also have control over our production, meaning we can react quickly to changing demand and trends. The latest additions to our cone range over the last couple of years are evidence of that with the Black Smoothy® Twist®, Cinnamon and Harley Cones to name a few. To understand our full range visit our stand at the Ice Cream & Artisan Food Show where they will all be showcased. There you can discover just how good they taste too and all with the knowledge that your miles to market will also be relatively low.



## Do you Know? - Launch Pad

Book on line now to avoid disappointment - our Launch Pad is being held on **24 February**. It is free and enables all those attending to taste new flavours before you commit to buying. Especially useful for those who are not able to make it to the Ice Cream & Artisan Food Show. [www.icecreamtraining.co.uk](http://www.icecreamtraining.co.uk).

Thanks to those who responded to our Christmas email appeal, helping us raise £1000 for Street Link, which exists to help end rough sleeping.

Best wishes  
from us all

Mark Antonelli

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MEC3  
The Genuine Company

GIUSO  
INGREDIENTS FOR  
GELATO AND PASTRY

GELPRO