



An Insight into... The Last Resort

For the past six months we have all seen and had to accept unprecedented hikes in cost of 30% on packaging, 150% on pallets, 10% on transport and sugar at more than 20%. This is a big burden as you will all understand. On the positive side though, the extra capacity provided by our new oven, installed in May 2020, has been a saviour. It has enabled us to reduce overhead costs and meet the increased demand on production, which in June was more than double that in June 2019.

As a last resort we had considered passing on some of these cost increases to customers. However we have decided to hold off for now in the hope it will level off over the coming months.

Tightest supply of material since WWII - "There is an uncomfortably large number of significant supply chain events that have been leading to price increases or outright rationing. The big debate among market people and economists is whether the supply chain events are just "transitory" echoes of the Covid shock, or are indications of longer lasting general price inflation."
Ref: [ft.com](https://www.ft.com)

Focus on Flavours - Take it Easy

If you are not currently using a **Strawberry paste** from the Antonelli portfolio, ask your Business Relationship Manager or email Gelato Jonny about the options available for artisan or industrial. We had a lovely time last week tasting and reviewing the various characteristics of the **SEVEN** different strawberry pastes we are now supplying.

Did you know the new **Gelpro Blood Orange** paste is available with a dosage of just 35g/kg of base? It comes in a handy 1kg unit, great for an easy to make summer sorbet. Remember you will achieve more softness in your sorbet by adding a 5-10g/kg of **Comprital Integra Fibra** to your base made using **Martini Frutta 50** or **Comprital Perfecta Plus** or any of the other base products.



Do you Know? - Busy Being Fabulous

Did you miss a June News? It's the first we have missed this year - due to us all being busy making, delivering, completing administration for Brexit regulations and chasing suppliers (see below) to meet customer demand, leaving us no time to write. Having placed contracts last year and orders back in February to secure packaging and raw materials to cover the season, we were recently disappointed to see one supplier failing to deliver our stock which they clearly had for others. Although we have managed to purchase elsewhere to keep up maximum production, we will be taking steps to prevent this in the future which is now possible with our increased buying capacity. There is much about Brexit that will result in changes for all our businesses. These we are embracing and are confident that as a result it will make us a stronger supplier to the UK ice cream sector.



Bakery News - Take it to the Limit

Stock availability - We have been baking hard to keep up with demand and it is only now as we enter July that we are getting on top of orders. If you have been waiting a little longer than usual, or not receiving your full order, thank you for bearing with us. We forecast that normal availability will return with adequate stock in time for the second peak at the end of July. Printed wafers have been taking longer due to the raft of customers changing to Antonelli, it has nearly depleted our stock of wafers which should have been enough for the whole season! We will bake more in 14 days time when waffle cones stocks allow. In the meantime we are sure to meet all orders although we may ask you to split your order if it is for more than 10 cases. **Twin tops** we have been without for a couple of weeks, these will be in stock on 7th July.



Best wishes from us all
Mark Antonelli

PS. We sneaked some song titles in our headings last issue, do you know whose? Yes it was Tracy Chapman, but whose songs feature in this issue? Answer next time!