

## An Insight into... Why?

Why could it be that we have seen a higher increase in demand from Wholesalers this year than any time in the last 50 years? We believe there are a number of factors, however if you are a wholesaler and there is a different reason why you chose to purchase from Antonelli then do get in touch to let us know.

Our cones are **made in the UK** which is a bigger factor than ever since Brexit and the pandemic. Buying UK made cones means:

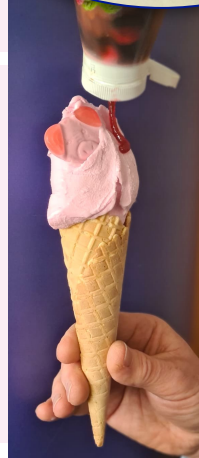
- less breakages due to less handling and transfers
- on time deliveries (no borders, ferry crossings, customs, ports etc)
- a wide selection of sizes and types of cones
- local supply which means less food miles and easy top up orders
- less links in the supply chain

More wholesalers is also good news for those customers wanting smaller deliveries of Antonelli cones as there are now more wholesalers around the UK who stock them. In fact, it may even be partly down to demand from smaller purchasers that wholesalers have looked to buy more cones from Antonelli, so do keep asking your supplier for Antonelli ice cream cones.



## Focus on Flavours - For You...

Due to popular demand in the market we have been experimenting with some recipes to replicate a certain well known department store pig shaped confectionery. We are calling our gelato version **Perky Pig** which comes in the form of a GELPRO Paste code **A01070**. Mix this paste with a white base at 35g/kg. We suggest you use a strawberry variegated to ripple through, such as **A03061** Strawberry NSRP or **MJ01AB** Strawberry Variegato or **KPC320** Strawberry topping. If desired you could jazz it up with a colour or flavour variant such as Lush Marshmallow ripple **A03009**, then sprinkle with Micro Marshmallows **S16868**.



## Do you Know? - Across the lines

Gabbie works behind the scenes using her customer service and stock management experience to keep all our systems and administration up to date. Since Brexit she has spent **80% of her time** completing the appropriate documentation to enable us to continue to import. We are sure that those of you who have also been attempting to import or export over the last 15 months have also been spending a lot of time jumping through similar admin hoops. It would seem that exporting is even more challenging. In fact according to Eurostat, UK exports to the EU dropped 47% year on year in Jan-Feb while imports from the EU to the UK declined only 20.2%. Our message to you is that whilst it has been challenging to keep our goods coming in we are now on top of it so you can rest assured that our imports will continue to be delivered and we will fulfil your orders.



## Bakery News Let it Rain

May Bank Holiday Monday was a bit of a wash out for many of us, but we believe that the season will be extended this year. With holidays abroad still in question, we believe those who usually take holidays once the academic year restarts in September/October will be looking at destinations within our shores this year. This means demand will potentially continue up until the end of October when schools break for a week mid term. So whilst it might be cool, grey and windy now let's hope an 'Indian Summer' can bring extended demand at the end of the season. Our factory is busy baking cones to ensure you have a continuous supply of UK made cones to keep up with demand throughout the season right up until the Autumn festivals.

Best wishes from us all  
*Mark Antonelli*

*PS. You may have noticed that we sneaked some song titles into our headings in our last issue, but did you know whose? Yes it was Adele, but do you know whose songs feature in this issue? Answer next time!*

