

An Insight into... Our Team on the Road & Customer Service

We mentioned in our January News that we had a reshuffle bringing Customer Service and Sales all under one umbrella. We can now tell you that we have some new faces on our Customer Service team who you may already have spoken to on the phone. We welcome Megan and Marisa who join Dawn and Natalie in our office at Irlam to work with our sales team and provide customer support. Please bear with the team as the latest arrivals find their feet and learn the ropes. We are sure they will soon get to know you and will endeavour to ensure you receive the best service for your products and ice cream training. Whilst we are talking about personnel changes, you may have heard that Ryan is moving on to fresh challenges elsewhere in the industry. Ryan has been with Antonelli for 5 years and no doubt will be missed by those of you based in London or the South East. We wish him the best of luck in his new role. Whilst we are finding a replacement Gary and I will look after those of you based in the South East and we will keep you posted on any new appointment. Do get in touch if you have any urgent questions.



Read about our recent Launch Pad event and the flavours [here](#)



Close look at the cabinet - Favourite Flavours

Did you make it to Harrogate this year? If so you may have tasted some of our new flavours. Here we share with you some of the feedback we had from visitors about the latest flavours from MEC3 and GIUSO. The Cookies® range from MEC3 has been popular for over 15 years, but what do you think of the new CocoBoom kit? This is a Coconut flavoured gelato and undoubtedly will be a popular addition to the Cookies® family. Another family addition is the Quella® Ruby which looks dramatic and will definitely be an eye-catcher. What really took the show by storm though was the GIUSO Strawberry Burst and Lemon Burst which had everyone who tasted them talking about these flavours with an incredible fruit crunch. We should also mention our award winner the MEC3 Dolce Latte which won the gold medal in the Toffee Supply House category and interestingly our own wholesale GELPRO toffee came just three places behind receiving the Special Diploma of Merit ahead of other perceived artisan toffee products. To find out more keep an eye on our latest [blogs](#).



Bakery News New Eco Packaging for Cones

As you may be aware, it is our philosophy to minimise waste and use environmentally friendly processes and packaging where possible. To that end we are continuously looking for ways to reduce the use of plastics in our business. Our latest accomplishment in this field is to eliminate bubble wrap from our cones packaging. We are substituting bubble wrap with specially designed corrugated cardboard, which fits around our UK made cones ensuring maximum protection without upsetting the environment, as it is all recyclable. You will see that we are still currently using polythene bags in our boxes, but we are trialling PLA bags to check their durability. We are keen to help the environment but we don't want to compromise the quality of our products in the process. We will keep talking to you - our customers to find ways to improve our packaging with the minimum impact on the environment.

Do you Know? - High Standards & Apologies

Congratulations to those who picked up awards in the ICA's ice cream competition this year, we have heard that the standard was high. If you were disappointed with your ranking do get in touch as we may be able to help you refine your recipe or process and help you to be in the medals next year. Alternatively take a look at our list of ice cream training courses www.icecreamtraining.co.uk, which may address any issues you are experiencing.

So why the apologies? IFEX comes at difficult period with recent high increase in demand on the time of our Sales & Technical team. So we have had to make the decision not to attend IFEX this year. If you had expected to meet with us at IFEX please get in touch so we can continue to support you and your business. I will be traveling to Ireland in the next couple of months, if you would like a meeting please let me know as soon as you can. In the meantime you are always welcome in Manchester or you can call or email us with any questions you might have.

Best wishes
from us all

Mark Antonelli



Enter the
Ice Cream
Parlour of
the Year
2020

