



AMORINO, THE LEADING ITALIAN GELATO NETWORK, IS INVESTING HEAVILY IN ITS BRAND TO DOUBLE THE NUMBER OF SALES OUTLETS IN FRANCE AND WORLDWIDE WITHIN THE NEXT FIVE YEARS

Since the opening of its first boutique - île Saint Louis - in Paris in 2002, Amorino has been hugely successful, thanks to its scrumptious gelati made according to the purest traditions of Italy.

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400 SALES OUTLETS BY 2025

This year, the number of boutiques will exceed **200, distributed in 18 countries, with 80 in France.**

"In spite of the difficult economic context of 2020, our ambition is to double the number of Amorino outlets in the world by 2025. That is because we offer a resilient model, as our gelato is a comfort food consumers can afford" **explains Cristiano Sereni, one of the founders.**

With its strong franchising model and the **quality of its products, the company will turn a profit in 2020 in spite of the lockdown.** Cristiano Sereni is confident about the future and has seized the opportunity to prepare an **ambitious development plan for the next five years, including the opening of over 40 own-operated Amorino boutiques, particularly in France.**

AN OPTIMISED CHOICE OF POINTS OF SALE

Amorino uses **Mytraffic**, a startup specialised in footfall analysis, **to assess the attractiveness of the future location of a point of sale.**

The solution uses the processing of GPS data by artificial intelligence, it also supplements and verifies the data with physical counting.

Based on that information, the boutiques

can be placed in the most favourable locations, and the company can assess the performance of its network.

In the area of communication, the **brand has invested in its appeal as an employer to enhance its reputation, attract new talents and cultivate employee loyalty.** The emphasis placed on the role of a gelato artist in its latest institutional film is a concrete example of that approach.

A COMMITTED BRAND

For 18 years, Amorino has been promoting gelati with no flavour enhancers, colouring agents or artificial flavouring.

Organic gelati
Amorino has been an early player in the organic sector since 2011 and has made it a point to use organic raw ingredients to satisfy those who are concerned about environment protection and production methods.

Biodegradable packaging
Since 2017, Amorino has been gradually replacing disposable plastic packaging with biodegradable materials.



ONE OF THE EARLIEST PROTECTED CONCEPTS

In order to defend its know-how and protect the success of its franchisees, **Amorino is one of the first in the industry to use a strategy to protect its overall concept.** Legal protection has been made possible by business secrecy legislation and a digital solution that safeguards the network from infringements.

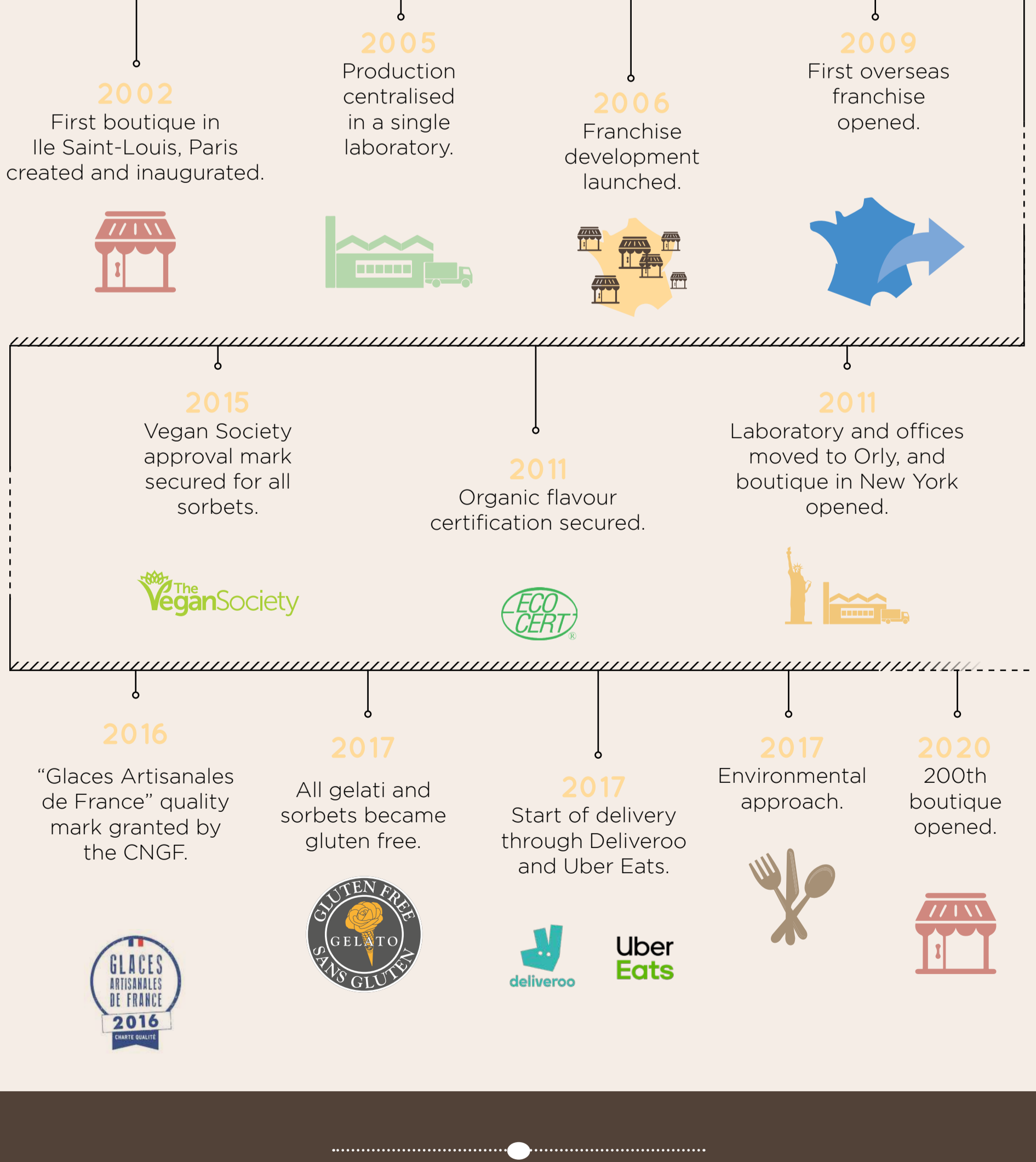
Protected know-how

To that end, Amorino has identified some 100 elements, which put together, **make its franchising concept unique.** The network uses HB Secure®, a software solution that has been designed and approved by Franchise Board experts. It combines an electronic signature feature and a secure digital vault, protecting the know-how of

Amorino in accordance with the act of 30 July 2018. This innovative digital solution stores and time stamps all data identified as sensitive or useful in view of franchise regulations.

"The strong concept of Amorino is supported by Italian gelato recipes that are free from colouring agents and preservatives, in accordance with the traditions of northern Italy. That is supplemented by a special innovative business model. Using digital technology and our legal architecture, we can now approach franchisees and candidates with know-how that is covered by measures designed to protect them" **says Paolo Benassi, co-founder of the company.**

TIMELINE OF THE SUCCESS STORY



ABOUT AMORINO

Leading Italian gelato maker in the world
The brand was launched in 2002 by two childhood friends, Cristiano Sereni and Paolo Benassi, who made their mark in franchising thanks to the high-quality ingredients of their gelati and their original concept. The famous flower-shaped presentations of gelati has become the iconic image of Amorino, winning over Instagram users looking for something different. With 200 boutiques (including 80 in France) in 18 countries, Amorino offers 33 flavours of gelati and sorbets round the year, all free from colouring agents or artificial flavouring, made with carefully selected ingredients, organic free-range eggs and fresh farm milk.



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