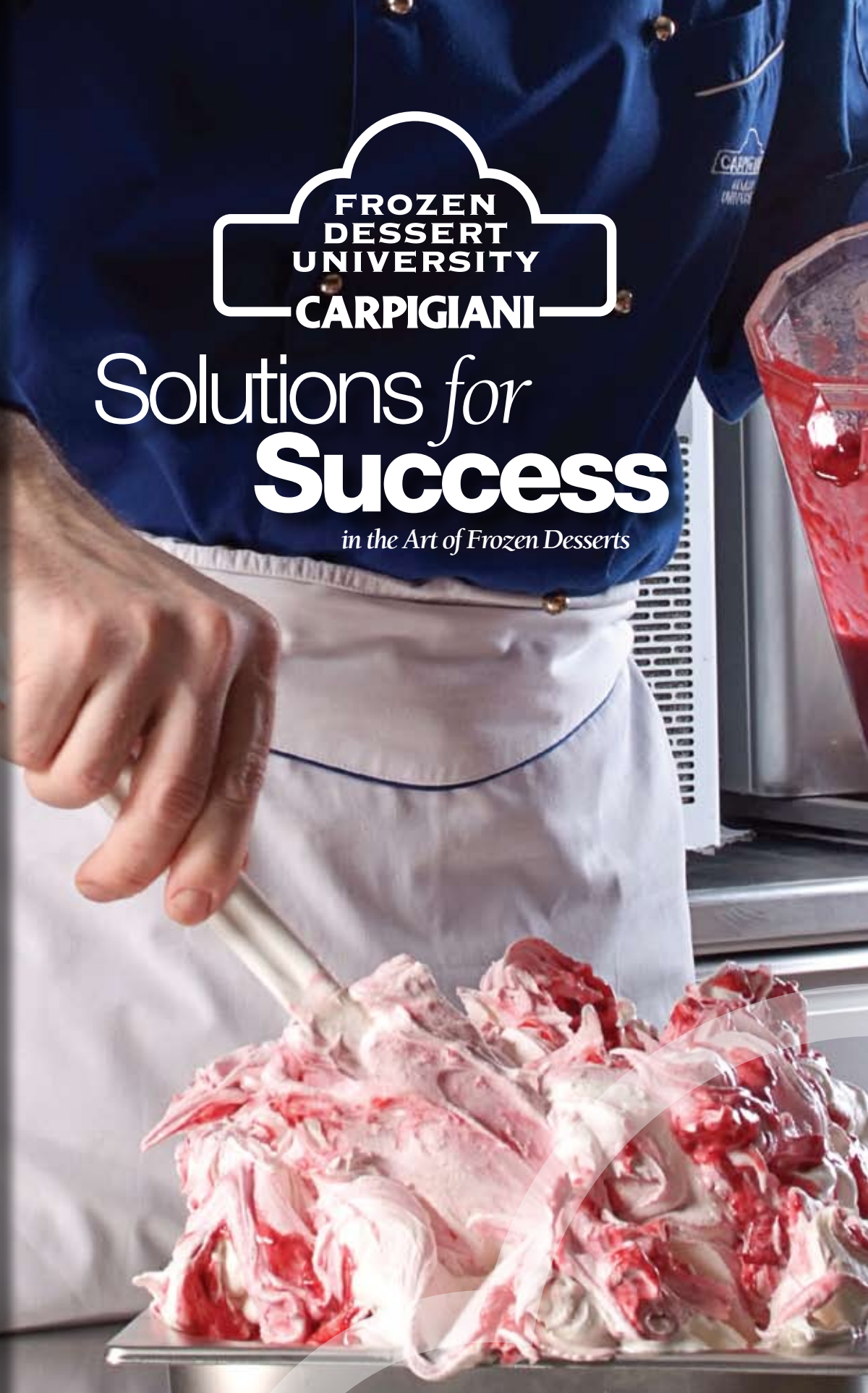




Solutions for **Success** *in the Art of Frozen Desserts*



ice cream & artisan gelato

soft serve ice cream

pastry

granitas & shakes

chocolate/whipped cream

display & storage

FrozenDessertUniversity.com
800.648.4389



Why Should You Attend Carpigiani's Frozen Dessert University?

FDU is the leader in frozen dessert education, comparable to other fine cooking schools. Our experienced teaching faculty, personalized small-group instruction, hands-on practice, and practical classroom education earned us a reputation as the authority for quality training in the frozen dessert industry worldwide.

You have many choices for education. Choose to learn from experts who have run their own shops and know first hand what drives business. Choose to learn from teachers known for their excellent communication as well as their academic and business credentials. Choose to learn in a mentoring environment tailored to the student, not the sales pitch.

Who Should Attend Carpigiani's Frozen Dessert University?

- ▶ Entrepreneurs seeking a low-threshold investment opportunity with high potential returns
- ▶ Beginners with a desire to explore career potential in this field
- ▶ Restaurateurs wanting to expand profitable opportunities in retail and wholesale desserts
- ▶ Dessert lovers who always wanted to own or operate their own ice cream parlor or gelateria
- ▶ All those who want to be their own bosses, develop their own recipes, and make the decisions that impact their own financial future
- ▶ Chefs interested in time-saving equipment designed by food experts and pastry chefs for busy kitchens
- ▶ You!



ice cream & artisan gelato

soft serve ice cream

pastry

granitas & shakes

chocolate/whipped cream

display & storage

What Will I Learn at Carpigiani's Frozen Dessert University?

▶ **Retailers Course:**

3-day or 4-day, hands-on

This class has it all in four fast days exploring both the business and art of retail sales: production of gelato, ice cream, and sorbet, as well as other profitable related desserts; business considerations for marketing, shop-fitting and design, pricing, basic business planning and staffing.

Comprehensive immersion course ideal for anyone serious about opening a facility and needing expert training and advice.

▶ **American Ice Cream and Sorbet Course:**

2-day, hands-on

A fast-paced blend of hands-on production and business basics. Utilizing products from a wide variety of suppliers, students experiment with ingredients for traditional "hard" ice cream, sorbet, sherbet, and water ices. Practical lessons include ice cream pies, cakes, and decorating. Classroom instruction includes pricing, marketing, fine-tuning recipes, and expressing individual creativity.

Perfect for business owners, soon-to-be owners/managers, and operators wanting to increase profit and quality margins.



▶ **Gelato & Sorbetto Course:**

2-day or 3-day, hands-on

Trend-setting gelato course explores old-world craftsmanship. Enjoy learning artistic case displays, mixing from scratch or from a powder base, and flavor formulation. Classroom instruction includes pricing, marketing, fine-tuning recipes with ingredient substitution, and expressing individual creativity. An expanded course includes store layout, design/image, and shop-fitting.

Perfect for gelato aficionados, frozen dessert specialists, chefs, and current or prospective owners/entrepreneurs.

▶ **Pastry Plus Beginner and Master Courses**

1-day or 2-day

Students are introduced to the wide range of delicious mousses, creams and custards, sauces, breads and pastries, chocolates, ganache and more that can be made utilizing the Carpigiani Pastochef RTX line. The dual focus combines pastry artistry, tips, and techniques, with labor-saving recipes. *Pastry and restaurant chefs and owner/managers will benefit most from the master course; beginner courses are open to food enthusiasts as well as food professionals.*





Need another **incentive**?

FDU Students qualify for specialty pricing on Carpigiani equipment.



Need **specialized** help?

Consider consultation. Experienced instructors are available by appointment at your location. Discuss your situation and needs with the FDU Consultant at 800-648-4389 x5723.

Need more **information**?

Carpigiani's North American Headquarters in Winston-Salem, North Carolina host a dedicated classroom with multiple hands-on stations equipped for real-world simulations. Small classes provide individual attention.

2-day classes start at \$500. Hospitality packages vary by location. If you can't take advantage of our sunny southern hospitality, enjoy classes offered on both coasts, Midwestern, Southwestern, and Canadian distributor locations. Check www.FrozenDessertUniversity for the latest dates and sites.

All FDU instructors are recognized authorities in their specialty areas and are in demand as consultants worldwide. Most trainers have at least 20 years experience in retail, wholesale, manufacturing, and education.

- ▶ The Frozen Dessert University reputation is built on the satisfaction and success of our students. Testimonials available on request.

Need to **contact us**? Ready to **register**?

By phone:
800-648-4389 x5723

By computer:
www.FrozenDessertUniversity.com

The FDU Coordinator can answer questions, clarify dates and class descriptions, and take your registration.

Find class descriptions, date, and locations then submit an online registration.

Hold your spot in class with a credit card number



- ice cream & artisan gelato
- soft serve ice cream
- pastry
- granitas & shakes
- chocolate/whipped cream
- display & storage