

Premium Soft Serve Gelato

Production Method

Idea from the world



@CARPIGIANI1946



@CarpigianiGelatoUniversity



Artisanal Gelato Vs. Industrial Gelato



Artisan Gelato vs Industrial Ice Cream

FAT CONTENT

0-12%

10-20%

AIR INGLOBED

25-40%

80-120%

SERVICE TEMPERATURE

-12°/-14°C

-18°/-20°C

ARTISANAL
PRODUCTION

VS

INDUSTRIAL
PRODUCTION



What is Soft Serve

Gelato

Vs

Gelato SOFT (Soft-Serve)

INCORPORATED AIR	
25-40%	30-70%
↓	
SERVICE TEMPERATURE	
-12°C / -14°C	-5°C / -7°C

Soft Serve is becoming increasingly popular, since it requires a smaller initial investment compared to Gelato

AND THE PREMIUM SOFT VERSION HAS BEEN DEVELOPPED

What is Soft Serve

BATCH FREEZER



SOFT SERVE MACHINE



What kind of Soft Serve gelato?

COMMODITY

- Standard, repeatable
- Without added value
- High speed and easy to prepare
- Lower investment: cone + mix



PREMIUM

- Unique product, studied ad hoc:
Suitable for marketing
- High added value
- It requires a higher investment in raw materials (topping, cone, and add-on ingredients)
- Refined presentation consistent with the format of the shop



Key factors for a Superior Quality

- Creaminess
- Non glossy surface
- Product stability
- Flexibility in the texture
- Texture stability
- Smaller ice crystals
- Shorter production time
- Quick recovery time



- Creamy and uniform
- Smaller ice crystals
- Non glossy surface
- Rich in air bubbles

- Location?
- Business idea?
- Is the soft serve gelato an extra to your menu or your core business?
- What is your Target?



ANSWERING THESE QUESTIONS YOU WILL BE ABLE TO
IDENTIFY WHAT TYPE OF BUSINESS YOU WILL BE
OPENING AND CONSEQUENTLY WHICH MACHINERY YOU
NEED AND WHAT TYPE OF MIXTURE TO OFFER

Production Method of the Mix

Process

Pasteurize fresh
ingredients



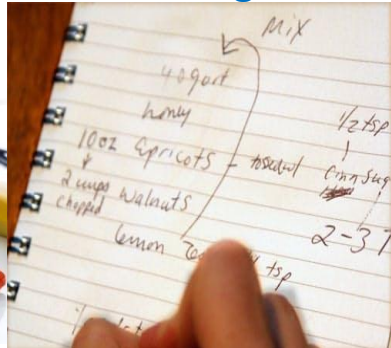
1

Select
ingredients



2

Recipe
balancing



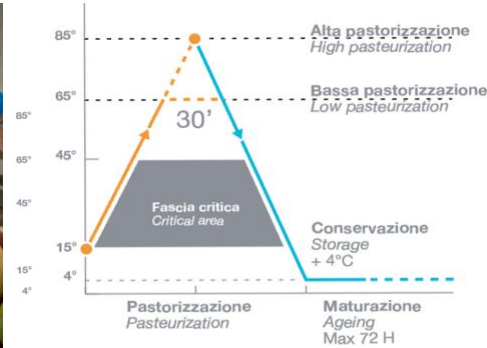
3

Mixture
preparation



4

Pasteurization
Aging



5

Freezing/Service



6

Conservation



Production Method of the Mix

Process

Pasteurization of
fresh ingredients



Ready mix
powders



UHT
mix



Technology



Pasteurizer + Soft serve gelato machine



Soft serve gelato machine



Soft serve gelato machine

Production Method of the Mix

Process

Pasteurize fresh
ingredients



Pasteurization: production stage of the Soft mix from raw materials (milk, cream, sugars, Imp, etc.)

Technology



Pasteurizer + Soft-serve Unit

The machines necessary for production of the soft-serve gelato from raw materials are the pasteurizer and the soft-serve unit.

CONSERVATION AND
SERVICE

Production Methods

Ready mix
powder



Process:



+



+



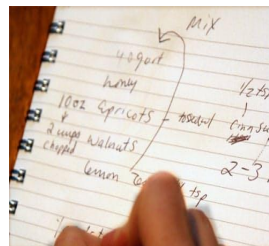
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~~1~~
Select
ingredients



~~2~~
Recipe
balancing



3
Mixture
preparation



~~4~~
Pasteurization
Aging



5
Freezing/Service
6
Conservation



Production Methods

Process

Ready mix
UHT



~~1~~
Select
ingredients

~~2~~
Recipe
balancing

~~3~~
Mixture
preparation

~~4~~
Pasteurization
Aging

5
Freezing/Service

6
Conservation



Production Methods

Process

Frozen Mix



~~1~~
Select
ingredients

~~2~~
Recipe
balancing

~~3~~
Mixture
preparation

~~4~~
Pasteurization
Aging

5
Defrosting
24h-48h
4°C

6
Freezing/Service



7
Conservation



Production Methods

Pasteurize fresh ingredients



Ready mix powder



Ready mix UHT



Frozen Mix



- ✓ High quality Gelato
- ✓ Uniqueness of the recipe
- ✓ Low food cost
- ✓ Skilled personnel required
- ✓ Complex operation
- ✓ Low economy of scale
- ✓ Higher initial investment
- ✓ More difficult standardization

- ✓ Standardized quality
- ✓ Conservation at room temperature of powder bag
- ✓ Food cost can be high
- ✓ Difficult to have dedicated recipes
- ✓ Skilled personnel in every shop

- ✓ Standardized quality
- ✓ Don't need skilled personnel
- ✓ UHT allows a long shelf-life
- ✓ High quality difficult to reach (according to the technology)
- ✓ Food cost can be high
- ✓ Difficult to have customised recipes

- ✓ Standardized quality
- ✓ Don't need skilled personnel
- ✓ long shelf-life
- ✓ Requires investment for freezer
- ✓ More complexity in operation for defrosting (24h in advance)
- ✓ Food cost can be high
- ✓ Difficult to have customised recipes

THE AIR IN GELATO SOFT

- Improve Gelato structure
- Reduce the sensation of cold
- Improve the dripping resistance
- Improve the thermal shocks resistance
- Reduce the sweetness perception

AT EQUAL WEIGHT IT IS ECONOMICALLY ADVANTAGEOUS

THE PERCEPTION OF COLD

- Generally, higher is water presence in Gelato (low quantity of total solids) and higher is the sensation of cold
- Less air (low overrun) is present in Gelato and higher is the sensation of cold
- Higher is the level of monosaccharides compared to disaccharides and higher is the sensation of cold
- Generally, less stabilizer / emulsifier amount = higher is the sensation of cold
- An incorrect amount of fat (low) could increase the sensation of cold
- An incorrect amount of MSNF (low) could increase the sensation of cold

Do you want some ideas?



Soft Serve Consulting – Nozzles



STAR VERSION:

SPIGOT WITH INTERCHANGEABLE NOZZLES

+

MEDIUM STAR NOZZLE

Nozzles

Create the style of your
Soft serve ice cream.
Choose and customize
the shape.



Soft Serve Consulting – Extra Nozzle



18
DIFFERENT
SHAPES!

Available in a **box** containing the entire Nozzles Collection.



Carpigiani Soft Serve Support



Example from the rest of the World

Ideas and Prices for new soft served products



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What is Premium Soft Serve?



What A Melon?

Bakery Seasonal Product

Price: 7.80 £
(approx. 9 €)



Pistachio Soft

Soft Gelato Shop

Price: ¥ 580
(approx. 4,8 €)



Crispy Chiffon Matcha Sundae



**Dessert shop
specialized in Matcha**

Price: 5.30 £
(approx. 6 €)



Thunder Bomb

**Dessert and
Soft Ice shop**

Price: 6100 Won
(appr. 4,70 €)



BLK & WYT Softie

Coffee shop

Price: AED 21
(approx. 5.20 €)



Korean Honey Oat

**Traditional Korean
desserts and Soft Ice**

Price: 5,200 Won
(approx. 4 €)



Soft Cream Cone

Soft Ice shop

Price: 2,300 + 3,500 Won
(cone + soft cream)
(approx. 4,5 €)



Flower Gelato

Soft Ice Shop

Price: ¥ 600
(approx. 5,2€)

