

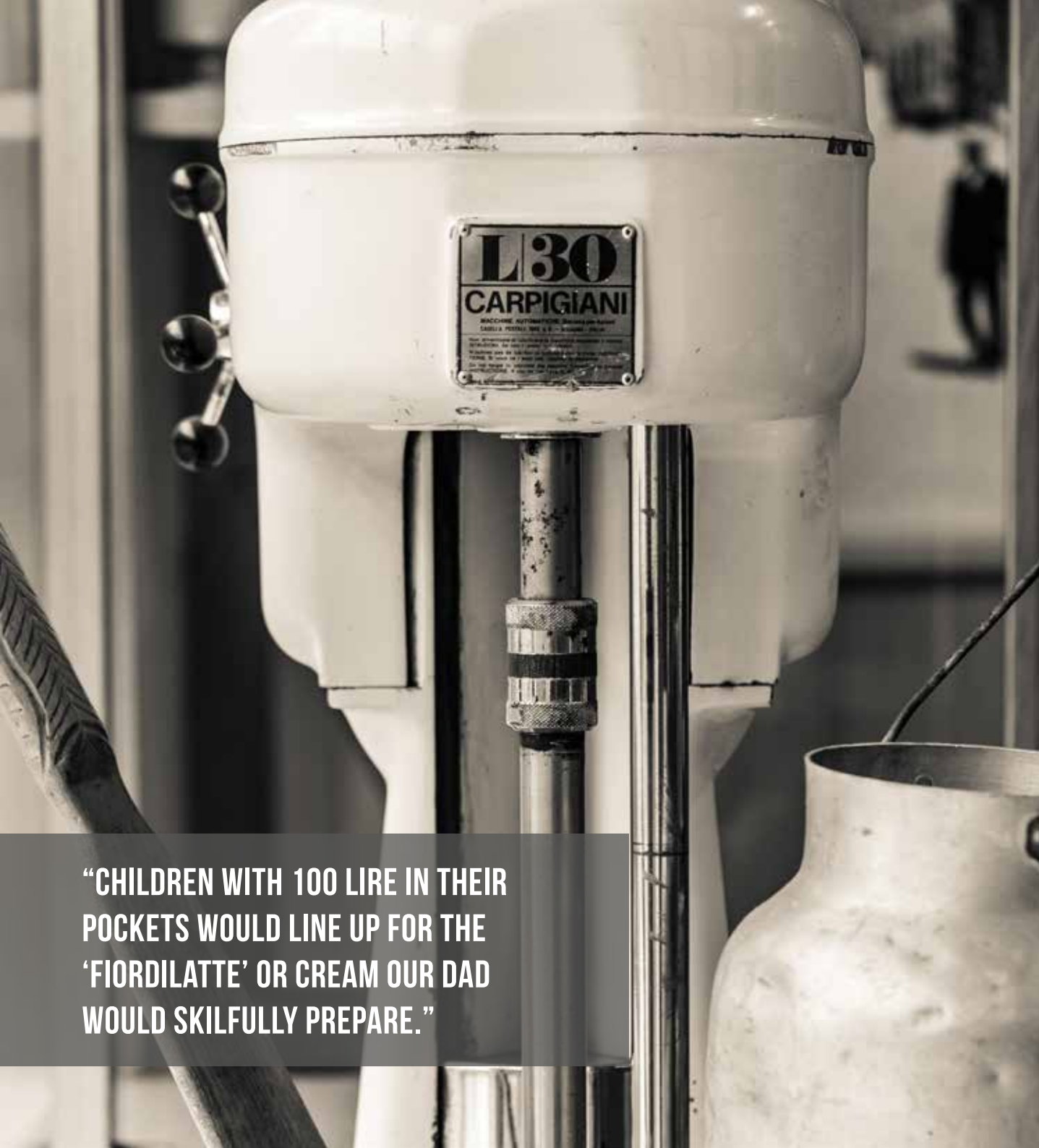


IL NOSTRO MANIFESTO DEL GUSTO



A SWEET WELCOME

Stories always have a beginning. Ours was in **1947** in Rimini, in the heart of the Romagna region. It was here that **La Romana**, the gelateria named by its founder after his young daughter, first opened its doors. It seems like the ingredients of a Felliniesque story, but instead it is one of passion and mastery: the qualities of **Vito Zucchi**, the man who took over the activity a few years later, giving it the indelible mark that still represents the soul of our gelato shops today.



“CHILDREN WITH 100 LIRE IN THEIR POCKETS WOULD LINE UP FOR THE ‘FIORDILATTE’ OR CREAM OUR DAD WOULD SKILFULLY PREPARE.”



Using his fervid imagination and the few ingredients existing at that time, Vito created a wide range of quality flavours that can still be found today in our shops. **And we, his sons Ivano and Massimiliano, continue to offer traditional flavours prepared exclusively with selected ingredients, following the old recipes, just like in the early years.**

SINCE 1947, AN ARTISANAL PASSION

“WE WOULD SPY
ON OUR DAD TO LEARN
THE GESTURES THAT MADE HIM A
MASTER IN OUR EYES, AND WHICH
WOULD BECOME INVALUABLE TO
US WHEN WE WOULD LATER PLY
THE GREATEST TRADE IN THE
WORLD OURSELVES.”



In each La Romana shop we prepare gelato as instructed by the old recipes. And every time we create new flavours and combinations, we do so only to make an improvement, developing the variety of our offering so we can truly satisfy all palates. Our passion has remained unchanged since 1947. **Today, just like back then, we select the most genuine, high-quality ingredients, and work them with love and respect, to obtain a homemade gelato that is always flavourful and natural.**

We want to let our customers discover and savour ever-new flavours connected with the seasons, nature, and its fruits, and at the same time we want to recreate sensations and emotions connected with old flavours, those of the Italian tradition and memories. Working diligently and creatively, we concentrate with the utmost attention on every detail. **With all our passion for homemade gelato, we create a unique, memorable experience for our customers.**



THE LOVE FOR GELATO

“THESE MEMORIES
DO NOT JUST BELONG
TO OUR FAMILY, BUT TO ALL
THOSE WHO STILL CHOOSE
LA ROMANA LIKE BACK
IN THE OLD DAYS.”



Everyone can savour our love for gelato: good, healthy, and genuine. And everyone can see that our tradition and craftsmanship have remained unchanged over time: in every La Romana shop the gelato is made before the customers' eyes. Here we prepare the single flavours diligently following every single phase: mixing of the ingredients, pasteurization, and resting of the mixture. Since 1947 the dipping cabinet with its wells has been a characteristic of the serving counter, making sure the gelato is always cold and creamy, and protected from impurities. So that customers can savour it immediately after blending, at the top of its freshness and goodness, we only produce limited quantities at various times during the day, so its average life is no longer 3 hours. **Like painters who apply their colours to the canvas, using their spatulas our servers give form to the taste of every cone and cup: that's the true traditional Italian gelato.**





SCOPRI
I NOSTRI GUSTI
DI GELATO

For us, it's as important to study recipes based on our history and experience as it is to keep the quality of our products unchanged. For this reason, we guarantee the supply of all the necessary raw materials for their preparation to all La Romana shops. **Every gelateria autonomously manages the gelato flavours and specialties in production, with a number of wells that corresponds to around one fourth of the complete assortment of La Romana flavours.** Each gelatiere chooses which flavours to produce year-round, and which to offer by rotation, according to the seasons.

TRADITION OF AUTHENTIC FLAVOURS



THE FLAVOURS PREFERRED BY OUR CUSTOMERS ARE ZABAIONE COME UNA VOLTA, CREMA DAL 1947, CIOCCOLATO FONDENTE, STRACCIATELLA GRAND CRU. IN ADDITION TO THESE GREAT CLASSICS, CUSTOMERS ESPECIALLY LOVE THE MOST SEASONAL FLAVOURS.



The importance of the seasons comes not only from the need to meet the favour of customers, who request more intense, full-bodied flavours during the winter, and lighter, fresher ones in the summer, but also from our decision to always prefer the most natural and genuine fresh seasonal ingredients. **Any time is a good time to enjoy our gelato, which is ideal for a cool snack or to savour during an evening walk, but smoothies can be a delightful alternative.** And for your lunch break? You can enjoy our gelato together with soft Sicilian croissants or as the filling of delicious crêpes. Our customers are ageless: faced with a good gelato, no one can resist.

THE PLEASURES OF PASTRIES

Pastry-making is a rigorous art, an exact science that combines form and content, an aesthetic perception that is expressed through the senses, releasing marvellous sensations. **As Master Gelatieri we create pastry products by shaping our principal raw material: gelato.** It is a new, creative flavour dimension that enables us to create a vast selection of **pastry specialties for all occasions, from customized sweets for birthdays to small single servings to be eaten with a spoon.** And that's not all. We also make delicious cakes, simple and genuine because they are made with carefully selected ingredients, and whipped in a planetary mixer with fresh cream to make them even lighter and more digestible.





In the La Romana artisanal kitchens the pastry chefs work heart and soul to make sure that every dessert reflects the customers' favourite tastes. It's sufficient to make a wish to see it come true: **with La Romana, it's easy to take home the dessert of one's dreams, invented and created with the aid of the customer himself.**

A taste of our pastry products:

- 4 CHOCOLATES
- CATERINA
- CHEESECAKE
- CIOCCOCREAM
- CREMINE
- CROSTATINA AI LAMPONI
- CROSTATINA AI LAMPONI (VEG)
- FIABA DI LAMPONI
- GIROTONDO AI LAMPONI
- MARGARET
- MERINGA AL CIOCCOLATO
- PERLA NERA
- PINOLO COTTO
- PINOLONA
- RICOPERTA CROCCANTE
- REGINA DEL BOSCO
- SNICKERS CAKE
- TIRAMISÙ CLASSICO, CROCCANTE, ARANCIA E CIOCCOLATO O MIRTILLI E AMARETTI
- TORTA GELATO
- WILLIAM AND CAKE
- BON BON (MONOPORZIONI)
- CRUMBLES (MONOPORZIONI)
- DOLCI VASETTI DELLA STORIA (MONOPORZIONI)



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THE ART OF CREATING EMOTIONS



LA ROMANA DAL 1



Many people who have decided to take the big step stop by to see us before they do. They hand us a challenge: to create a customized cake for their wedding; we are asked for our Gelato Cart or Gelato Bike to make every event unique.

We know very well the art of creating emotions; making wishes come true has always been our trade. With our passion, our art, and our experience, we are always proud to contribute to making such an important day in a person's life even more special and unique. Crowning such an unforgettable day, the guests return home after tasting our flavours or enjoying a slice of our wedding cake.

TOP-QUALITY INGREDIENTS

WE ONLY USE HIGH-QUALITY RAW MATERIALS TO MAKE OUR FRESH GELATI EVERY DAY: ALWAYS DELICIOUS, ABLE TO SATISFY THE MOST DEMANDING PALATES.





Eggs from free-range chickens, sugar, super-fresh whisk-whipped cream, fresh seasonal fruit, Marsala DOC, Zibibbo IGP, and nuts chosen from among the excellent varieties found on Italian soil – for example high-quality pistachios, Piedmont IGT hazelnuts, and Avola almonds – worked with an exclusive crushing method that preserves all their flavours intact. **All of our fruit gelatos are milk-free and do not contain vegetable fats, flavourings or colourants**, so all sweet toothed people can enjoy the authentic flavour of seasonal fresh fruits.

To produce our gelati, we never do without fresh organic milk from certified farms. To produce our crêpes we use exclusively organic eggs and organic butter, with the addition of flour originating from organic farming. To fill our crêpes and make our pastry products, we have **7 delicious certified organic jams, including strawberry, raspberry, and apricot flavours.** In choosing the fresh ingredients, we always favour local raw materials from small producers of excellent Italian products, and select the best organic ingredients, such as **organic candied figs, organic coffee, fresh yogurt, puffed Kamut® grains, muesli, crispy puffed rice, sunflower, poppy, sesame, and pumpkin seeds, meringue kisses, and raw cane sugar.** Our priorities are the high quality and goodness of our products, and a relationship of trust and cooperation with suppliers who guarantee a respect for these values.



SENSIBILI ALLE ESIGENZE SALUTISTICHE

Our reliability and meticulousness has led us to choose not to produce certified glutenfree products. The health of our customers is too important, and even with all the special hygiene measures adopted, it is impossible to totally eliminate the danger of volatile crosscontamination in the kitchens and shops. For this reason, also, **we clearly indicate in every gelateria the list of ingredients used, highlighting any possible allergens.**

The absence of ingredients like milk and eggs is recommended for those suffering from particular food intolerances or allergies. **We offer a range of flavours and products that are totally free of ingredients of animal origin.** These are the result of extensive research, necessary to maintain the high quality and organoleptic standards typical of our traditional gelato and pastry products. For this reason, the La Romana **vegan specialties** have become the favourites of many.

**VEGAN FLAVOURS
IN THE GELATERIA
ALL FRUIT FLAVOURS
AND OUR CREMOLATE**

**VEGAN PASTRIES
CROSTATINA AI LAMPONI
AND TORTA CREMINA VEG**



PAMPERING THE KIDDIES

La Romana gelato shops have always been a favourite place for youngsters: both yesterday's, who love remembering the carefree days of their childhood, and the lively, demanding ones of today. We are attentively mindful of our young customers; we want them to feel totally at ease, and invent exclusive, fun projects for them like drawing contests, bibs, and drawing boards. Among the latest novelties for them: the **Baby Card "Le Storie di Emma"** – a mini prepaid card with which they can feel like grown-ups, buying their parents a gelato – and the "storie di Emma kit" in its many flavour variant.

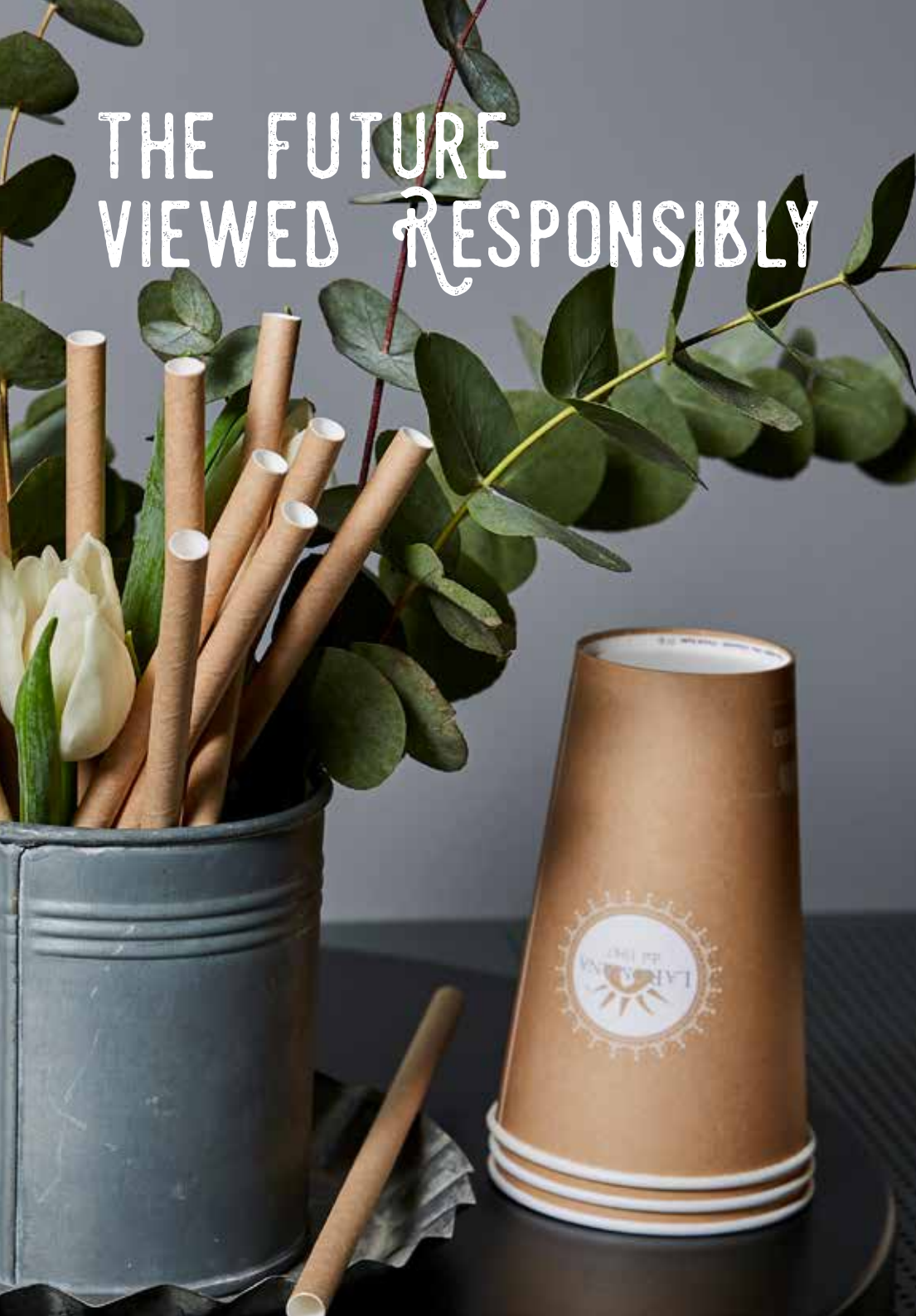


ATTENTION TO EVERY DETAIL

It's first and foremost in our thoughts, at the centre of every product we make, and prominent in our shops. What is it? It's the **attention we pay to customer satisfaction, expressed in the utmost care and attention to every detail. The atmospheric music, the unmistakable design, and an enveloping fragrance of sweetness...** We leave nothing to chance so that, from the moment a customer sets foot in a La Romana gelateria, he or she feels welcomed by a warm cordiality and fresh elegance, in the ideal setting for the tasting of all our specialties to be a memorable experience.



THE FUTURE VIEWED RESPONSIBLY



We care about people, nature, the planet, and the future generations. For this reason we work to limit to a minimum the use of materials that have an environmental impact. For our packaging, for which we assure separate disposal, we mainly use **RECYCLED** materials. The **ECOFRIENDLY** mark on our packaging will continue to follow our ever-growing commitment to eco-sustainability.



THE VALUE OF PEOPLE

“THERE ARE SO MANY NEW IDEAS GOING AROUND, AND WE ARE PROUD TO BE ABLE TO CALL OURSELVES AN EXTENDED FAMILY OF PEOPLE AND GELATERIE.”



Our history and our future are amalgamated by a mix of passion, professionalism, sharing, and involvement of people in every single aspect of our day-to-day work. For us, it is of fundamental importance to create a stable relationship of esteem and trust with our gelatieri, people who believe in and disseminate the La Romana values. We follow them step by step, with the desire to improve together more and more each day. Our customers, also, help us grow and aid in our decision-making process. We listen to them with interest, give prompt answers to their variety of requests, and take all their personal suggestions to heart. In our gelaterie the participation of the public is very lively. We are proud, that there are so many new ideas going around.



A FAMILY THAT CONTINUES TO GROW

Our tradition as gelatieri grows thanks to the franchisees, selected one by one to become as similar as possible to members of a family.

In them, their entrepreneurial and sectoral experience, reliability and professionalism must be backed by a strong passion, so that they can feel like they're an active part of La Romana, capable of responsibly transmitting its values over time. A self-assessment system, flanked by a team of specialized trainers, enables the managers of our gelato shops to monitor their management and perform the periodic checks necessary for maintaining the high quality standards of La Romana. The quality of the authentic Italian gelato is our distinctive characteristic, and ranks us at a medium-high level on the market both in Italy – with 43 shops – and abroad – with 30 shops. In our foreign market stores we keep the original Italian names of our gelato and desserts, in order to highlight, also through their sound, that touch of “Italian-ness” that is becoming increasingly popular and sought-after.



ITALY	43 gelaterie
AUSTRIA	2 gelaterie
Wien	1 gelateria
Salzburg	1 gelateria
FRANCE	1 gelateria
Paris.....	1 gelateria
GERMANY	2 gelaterie
Dusseldorf	2 gelaterie
PORTUGAL	1 gelateria
Lisbon.....	1 gelateria
ROMANIA	7 gelaterie
Bucarest.....	6 gelaterie
Brasov	1 gelateria
SAUDI ARABIA	2 gelaterie
Riyadh.....	1 gelateria
Al Ula.....	1 gelateria
SPAIN	11 gelaterie
Madrid	7 gelaterie
Valencia	2 gelaterie
Barcelona.....	1 gelateria
Ibiza	1 gelateria
UAE	4 gelaterie
Dubai.....	3 gelaterie
Abu Dhabi.....	1 gelateria

DISCOVER WHAT GOES ON
IN THE GELATERIA



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