

BONBON

BONBON 
Casa del Gelato

Our ingredients

As our target is always the research of high quality, the choice of ingredients must be carefully conducted. We always look only for those products that respect precise quality standards.

In order to get such a goal we use an internal control process that works as follows:

Selection of Supplier:

we check the kind of market they work in;
we analyse technical-cards of ingredients;
we evaluate if ingredients are suitable for our production;
first production test and tasting of ingredients;
approval or disapproval of ingredient.

Request for a sample-supply.

When goods arrive, control of their hygienic conditions.

Checking of temperature when goods require a controlled transport temperature.

Filling of technical-card for goods received.

Production test for at least 15 days.

Final approval of ingredient and approval of the new company as supplier.

List of main ingredients used in our ice-cream

Ground ingredients

- Milk powder
- Pasteurized Fresh Milk-cream
- Fresh Mascarpone
- Pasteurized yolk of egg
- Dextrose, Glucose
- Sugar
- Vegetable hydrogenated fats

List of main ingredients used in our ice-cream

Other ingredients

Powder products:

Neutro sl 30*	Kg. 25 Bag	DANISCO SPA
Neutro sl 24*	Kg. 25 Bag	DANISCO SPA
Lamequik**	Kg. 25 Bag	CHIMAB SPA
Limone MPG****	Kg. 10 Barrel	FABBRI SPA
Tuttopan 50*	Kg. 2 Bag	PERNIGOTTI SPA
Preparato per soia*	Kg. 25 Bag	CHIMAB SPA
Lemon powder 50*	Kg. 2.5 Bag	PREGEL SPA
Acido citrico**	Kg. 25 Bag	CHIMAB SPA
Yogurt powder ****	Kg. 1.5 Bag	MEC 3 SPA
Panna cotta dessert ****	Kg. 2.5 Bag	MEC 3 SPA
Cacao powder****	Kg. 25 Bag	GERGENS - PERNIGOTTI
Caffè powder****	Kg. 0.5 Bag	NESTLE' SPA

* Emulsifying agent and stabilizer

** Proteinous integrator (+ possible aromatic agent)

*** Hydrogenated vegetable fats

**** Flavouring

Paste concentrate (Flavourings)

Coconut paste	kg 5 Tin	PREGEL SPA
Torrone paste	kg 5 Tin	PERNIGOTTI SPA
Hazelnut paste	kg 5 Tin	PERNIGOTTI SPA
Pistachio paste	kg 5.5 Tin	PREGEL SPA
Vanilla paste	kg 5 Tin	MEC3 SPA
Panna cotta paste	kg 13 Tin	PREGEL SPA
Zuppa inglese paste	kg 5 Tin	ELENCA SRL
Stracciatella paste	kg 2.5 Tin	PREGEL SPA E PERNIGOTTI SPA
Kiwi paste	kg 5 Tin	MEC 3 SPA
Peach paste	kg 5.5 Tin	MEC 3 SPA
Green apple paste	kg 5 Tin	PREGEL SPA
Banana paste	kg 5 Tin	MEC 3 SPA
Apricot paste	kg 5 Tin	MEC 3 SPA
Strawberry paste	kg 5 Tin	MEC 3 SPA
Zabaione paste	kg 5 Tin	MEC 3 SPA
Natural Flavourings	kg. 5 Tin	AROMI NATURALI SRL

Variegated Syrups (Flavourings)

Black-cherry	Kg 25 Barrel	FABBRI SPA
Chocolate	Kg 25 Barrel	FABBRI SPA
Frutti di bosco (raspberry, black-currant, bilberry, etc.)	Kg 25 Barrel	CESARIN SPA
Strawberry	Kg 25 Barrel	CESARIN SPA
Caramel	Kg 25 Barrel	TOSCHI SPA
Coffee	Kg 25 Barrel	TOSCHI SPA

Factory description

Production: ice-cream packed in basins, jars and cups of different size (also single-helping cups)

Work-force: 2 owners, n.8 workers, n.5 seasonal workers

Factory: 900 sq. m. building, located in an artisanal site: 400 sq. m. for ice-cream production and 150 sq. m. for freezing cells.

A new 600 sq. m. building for a new freezing cell and a new warehouse is under construction.

Own vehicles: a 95 q. truck, three 35 q. vans with freezing cells, 2 vans, 1 car.

Consignments: goods are supplied on our own vehicles or by specialized transport companies.

Most sold products in Italy: 500 g. jar and 1000 g. basin, 55 g. carton cups

Most sold products abroad: 3000 g. basin and 500 g . jar

Expiry of products: all our products expire 18 months from date of production.

Production-power: 60-80 q./day

Italian customers: store chains: COOP SCRL, sales networks "door to door" of frozen food, school refectories, companies of food distribution, small and medium food groups.

Abroad customers: supermarkets, stores, catering companies, importers.

Export Countries: Sweden, Norway, Austria, Swiss, Germany, Belgium, Finland, UK, Holland, France.

Export sales: 50% - 60%

Delivery time: 15 days from receipt of order.

The story of BonBon

The house of Bon Bon ice cream was founded in 1979. Angelo Giovanardi was employed as a chef in a famous restaurant in the city centre of Modena where he passionately prepared homemade ice cream. His



creativity impressed the restaurant owner so much that he decided to invest in a small Carpigiani ice cream machine, to serve and produce, more efficiently and faster, his restaurant patrons. It was here that Angelo Giovanardi decided in collaboration with two other friends to invest in a similar machine and open a small ice cream parlour. At first they rented a small shop in the centre of Maranello, a small village very close to Modena better known all over the world for Ferrari. Here they set up a laboratory to manufacture and sell ice cream to a small number of people. After some months of this initial investment they started receiving numerous orders for their ice cream from restaurants and bars in the vicinity. This activity grew so fast that in a short period of two years they were already supplying on a daily basis their homemade ice cream to more than 100 catering establishments in Modena and other towns in the province.

The story of BonBon

In 1985 the partners decided to split and Angelo Giovanardi transferred his shares of the company to his wife. That same year they moved in a new and bigger building with a



plan to increase the production of ice cream. That was the period where the demand for ice cream in Italy was increasing drastically. All over the nation ice cream parlours selling Bon Bon ice cream were growing like mushrooms. The name Bon Bon became a household name supplying them on a daily basis of a fresh and high quality product. After a few years the Giovanardi family had to move to bigger premises to be able to cater for the demand of their product in the Italian market. Because of the continuous opening of ice cream parlours all over the country, customers were becoming extremely choosy and always looked for innovative flavours and thanks to the creativity of signora Gilda, in a rather short span Bon Bon was in a position to offer their clients a range of over 30 different ice cream flavours.

The story of BonBon

The passion and pride for this family activity was passed on to their two sons who since their early days, were brought up enjoying the aroma of delicious ice cream and comprehending the genuity of its' flavour. In the early 90's the eldest son, Corrado, decided to follow the footsteps of his parents, contributing with his experience in the family business. Successively even his younger brother Andrea followed steps and after finishing his studies, started collaborating with the rest of the family.



In 1995 the founders Giovanardi retired from work and passed the firm to their two sons who basing their experience on what their parents had taught them, continued with the production of high quality ice cream. Successively with the intention to expand the firm they introduced new products, launching them outside Modena. In a short time they obtained so much encouraging results that in three years they were organised to supply ice cream in all the north of Italy. They introduced the sale of ice cream in tubs for ice cream parlours and the demand continued to increase to such an extent that they decided to sell their product in tubs for family use and distribution in major supermarkets.

The story of BonBon

1998 was the year when again because of high demand and therefore high production for their product, they moved to a bigger factory and heavily invested in machinery for the production of bigger quantities for ice cream and at the same time keeping the same quality and standard of the product. This was the moment of change for the house of Bon Bon ice cream, from a homemade ice cream production to a small industrial activity.

In spite of modern technology and bigger production establishment, the brothers continued what their parents had taught them by producing high quality products which today are appreciated nationwide. After the success on the Italian market, the years which followed started the first contacts on the foreign market. The results were soon encouraging. The house of Bon Bon ice cream increased rapidly its production to cater for the demand in European markets reaching 50% of their total production for export.

The foreign clients today appreciate the high quality ice cream manufactured in Maranello: the fast and efficient service, the commitment and professionalism of the firm.

Today the biggest client is the overseas client.



Introduction

The house of Bon Bon is a traditional producing ice cream company.

Some of the products include:

Classical ice cream in various flavours packed in:

- Tubs of various sizes for supermarkets
- Pails for family consumption and supermarkets
- Tubs for ice cream parlours and restaurants
- Cones

Biological ice cream

Cholesterol free Soya ice cream

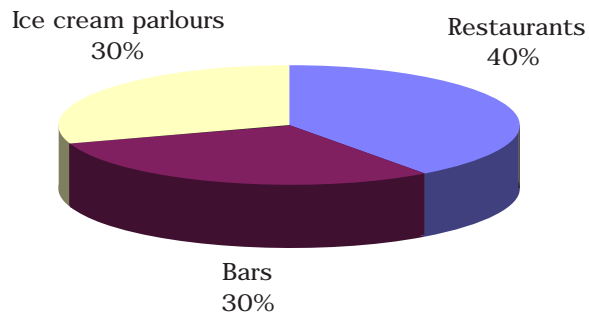
Semi-freddi and sorbettes

European market expansion 2004

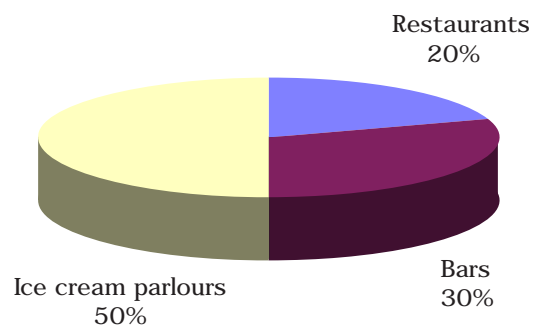


BonBon Market

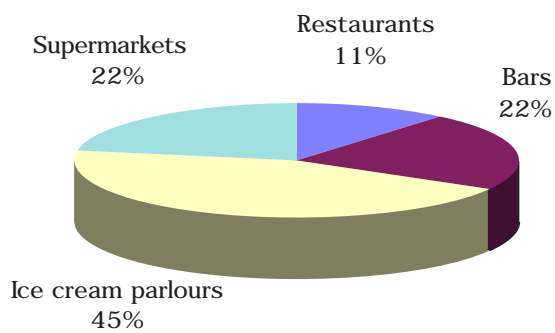
Year 1985



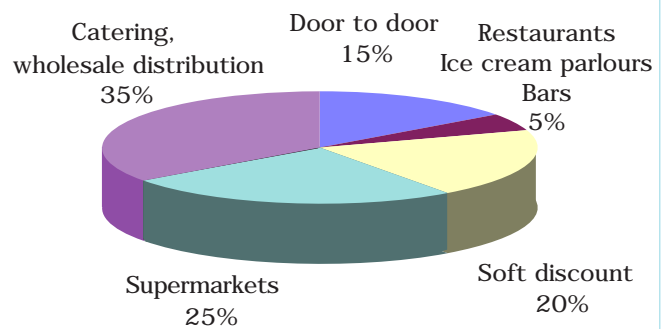
Year 1990



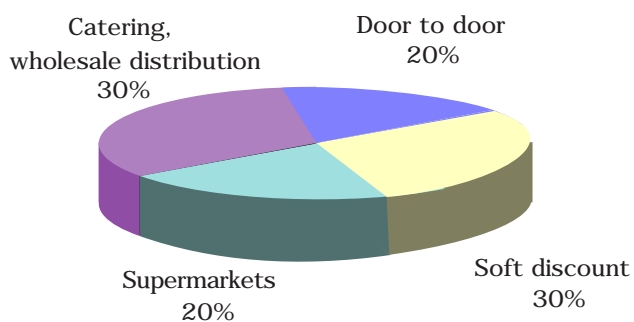
Year 1995



Year 2002

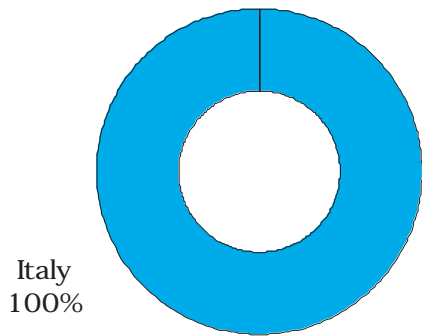


Year 2004

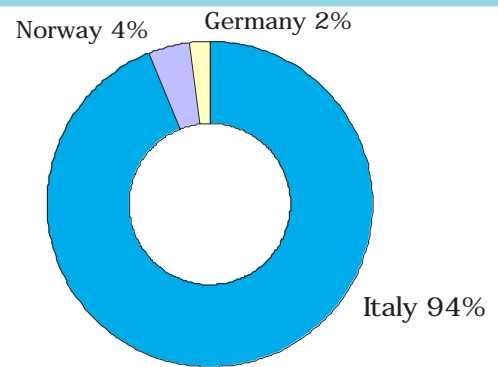


Home and foreign sales

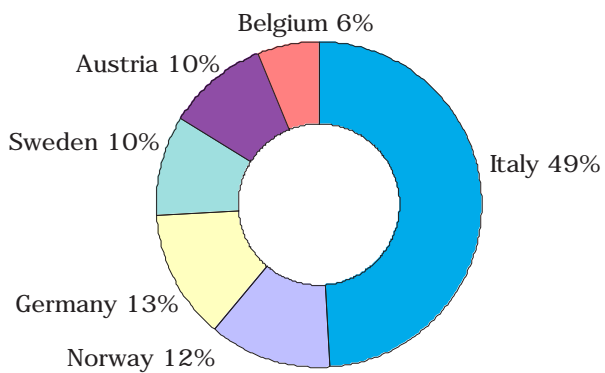
Year 1995



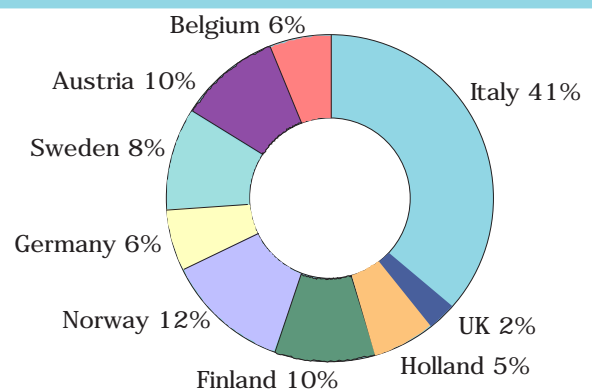
Year 1998



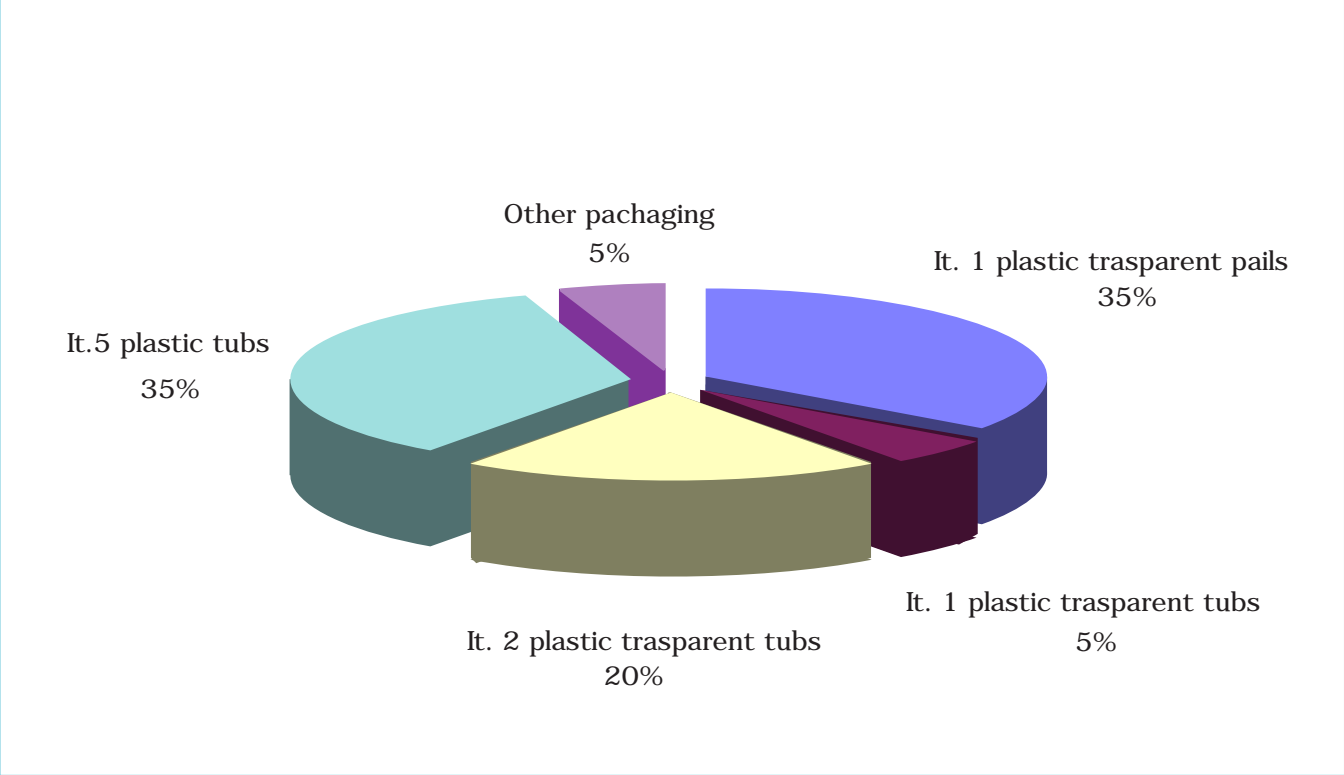
Year 2002



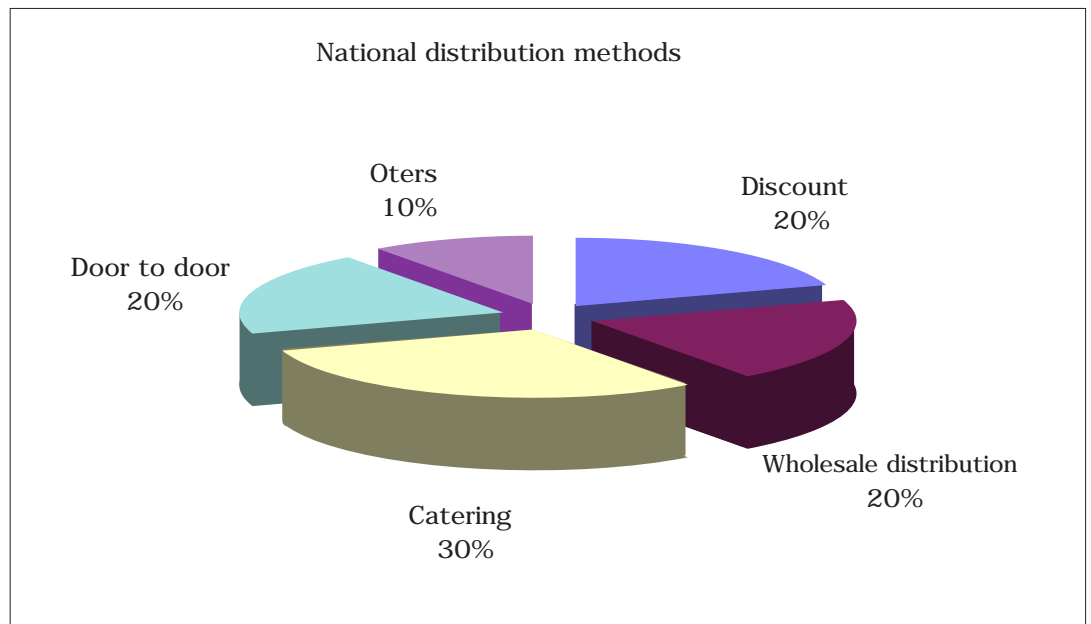
Year 2004



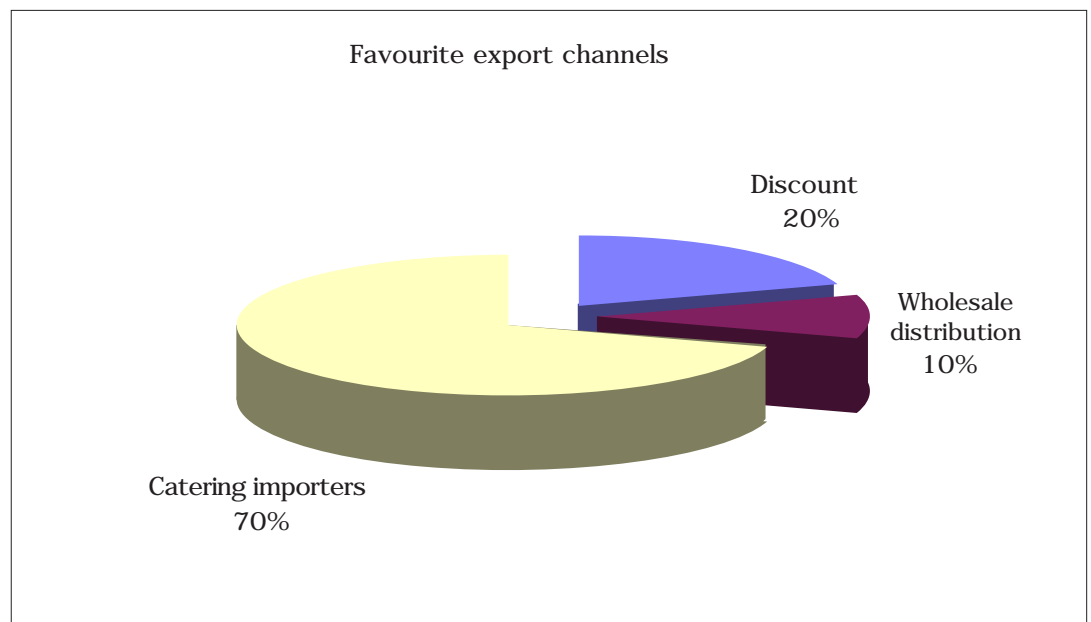
Sales by type of packaging



National distribution methods



Main export channels



Salient information

From date of establishment to 2003

Revenue growth

