



Nic

PLEASING TO THE SENSES

# SWEET TREATS

## THE NIC BRAND

10 years on top

## NIC GOES 360°

New ideas

## BUBBLE WAFFLES

A new trend

## GELATO

As a piece of art





LET US  
INSPIRE  
YOU





**09 FRAPPÉ**  
with Nugatti or  
Salted Caramel



**10 NIC**  
Celebrating 10  
years as a brand



**17 GELATO**  
As a piece of art



**28 ISSLOTTET**  
Tusenfryd

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**TOR OSMUNDSEN**  
CEO Nic

## DEAR READER

Welcome to the 2018 Nic magazine. If you're an existing customer or user of Nic products, thanks for your business and loyalty in 2017 – we hope you've enjoyed working with us as much as we have with you. Continue reading for new inspiration! If you are a new customer or user, turn the pages and find out what Nic is all about.

Where did 2017 go? It's hard to believe we're already gearing up for a new year and a new season of sweet sensations; ice cream, gelato, milkshakes, cakes or other delicious desserts. One thing that we will remember from 2017 is that the limits for ice cream, desserts and treats have been pushed. It seems that anything and everything works – it's alright to go "over-the-top"! Following social media, it's hard not to notice how people, more and more, are sharing their food experiences. This is a new marketing and communication dimension, which also matters to you and your business.

Your customers, the consumers, increasingly want an experience – preferably one worth sharing on Instagram, Facebook, Snapchat or other social media platforms. They want to tell their friends, family or followers what a spectacularly colourful soft-ice creation they are eating or super-indulgent freak shake they are sharing. How do you work with your menu and product presentation to get your piece of the social media pie?

Making your products stand out and be different, for the right reasons, is more important than ever. In Nic we love working with taste, texture and presentation – that's what our products and know-how are all about. Let us help you find ways to stand out in the crowd and get the likes, shares and clicks that will make your business even more successful.

Reach out to your local Nic company or find us at [www.nicice.com](http://www.nicice.com)

Best wishes for an "over the top" 2018



# SMULTRONSTÄLLET

*The sparkling ice cream pearl of Söderköping*



## ANDERS LINDSKOG AND HIS COLLEAGUES FINISH OFF AN IMPRESSIVE 90,000 LITRES OF ICE CREAM IN ABOUT FOUR MONTHS A YEAR.

Anders Lindskog and his colleagues finish off an impressive 90,000 litres of ice cream in about four months a year. The ice cream restaurant at the Göta Kanal in Söderköping is open from May to August. The high season lasts from midsummer to school start. The place is not as big in square meters as you might think when you hear the amount of ice cream that is sold, but where there is room in the heart...

180,000 guests visit each season and the thing that everyone wants to experience - and that is quite an experience - is the amazing ice cream served in the restaurant.

Anders and his sister Tina are the second generation who run the genuine ice cream restaurant together with Anders' wife, Maria. The restaurant was founded in 1982 by Anders and Tina's parents and the company have worked with Nic during all that time.

Smultronstället has 80 employees, and on each working shift, there are two per-

sons busy with one single important task: to supply the serving staff with ice cream, filling out the ice cream counter. In every 10 minutes a new 5 litres tray of vanilla is needed. That is how much ice cream they sell in one day.

What makes Smultronstället so unique is the way they serve ice cream. They have 60 different creations and inside the restaurant these are sold almost exclusively.

There is also a take-away section where they also sell scooped ice cream in the traditional way.

Smultronstället works with 35 different flavours of ice cream and the same number of decorations and plates to display the different creations. The decorations mainly come from Nic, where you can buy the entire regular range but also get help with some custom-made decorations.

Anders says that the reason for their success story is to be very limited and >





*Anders' best tips to others who want to work with ice cream is to build long-lasting and reliable relations with a few suppliers.*



characteristic in their selection. To concentrate on ice cream, only ice cream. Things become clear and the customer feels at home. Then there is the extensive menu, which is unique and can't be found anywhere else.

Closing for the low season is for Anders an extremely important aspect for several reasons: "This gives our customers time to work up an appetite and also gives us a possibility to devote ourselves to planning and preparing for the new season. There is no way we could find time for this otherwise. We need to be up-to-date and unique and this takes time to plan! There is also no coincidence that the restaurant is situated right by the waterway Göta Kanal which is immensely popular with tourists during the summer."

Anders' best tips to others who want to work with ice cream is to build long-lasting and reliable relations with a few suppliers.

A good supplier should be professional, offer good quality products and know your business well. A partner who can help you to make your business unique. It is partly the reason why Smultronstället has chosen to work with Nic over all these years. "Nic offers a wide selection and is a natural partner on the accessory side. We should highlight that", finishes Anders and we thank him for the chat and feel proud that Nic is allowed to be a part of the success story of Smultronstället.



*In Nic Nordic we work hard with product development and innovations. We are trying to identify new trends and we also want to be the ones who set them. To find new creative ways of using our products we need to look at them from different perspectives and angles. This work we have chosen to call Nic 360°.*

## DONUTS

*Nic has many different kinds of sprinkles perfect for decorating pastries. This is the new launch Candy Crunch.*



## SURPRISINGLY COMBINATIONS

*We try out new flavor combinations and we have found out that Chili and Pineapple is a perfect match. Why not try our new fudges on top of your milkshake?*



## AMERICAN PANCAKES

*with Nic Raspberry Topping and Nic Raspberry Pearls.*



**DIP WITH  
NIC WAFFLE  
PIECES!**

## NUTTY NUGATTI DIP

### INGREDIENTS

- 2 - 3 dl cream
- 200 - 250 gr Naturell cream cheese
- 3 - 4 tablespoons icing sugar
- ¼ teaspoon salt
- 4 - 6 tablespoons Nic Nugatti topping art no. 75-878
- 0.5 dl Nic Chopped Hazelnuts art no. 76-879 or Hazelnut Croquant art no. 76-674
- Optionally Nic waffle pieces

### PREPARATION

Whip the cream until it starts to thicken but is still runny / loose. Add the icing sugar while whipping.

Use a mixer and whisk the cream cheese together with the topping until it gets airy and fluffy.

Pour the dip into a bowl and allow to cool in the fridge about 30 minutes.

Take out the dip about 15 minutes before serving. Put the bowl with the dip on a larger dish. Garnish the dip with Nic sprinkles.

360  
SE  
G  
NIC





CHOCSTIX

CHILI FUDGE

BANANA TOFFEE TOPPING

NUGATTI DIP

MILK CHOCOLATE CROGANT


HAZELNUTS CHOPPED

OREO

# TRY

*Use our products as an inclusion in a dip!*





# FRAPPÉ

## WITH NUGATTI OR SALTED CARAMEL

*A frappé is a cold drink based on coffee,  
ice cream and different flavourings.*

The following recipe is based on a glass that holds 0,4 l. Why not make a more luxurious version and top up the frappé with whipped cream and decorate with marshmallows, sprinkles and different kinds of nuts!

In the Nic assortment you can find lots of delights to decorate your frappé with and our toppings are perfect for flavouring the beverage.



- 1** Fill the blender with the ingredients below and blend everything:  
10 ice cubes  
0,75 dl milk  
1 dl coffee, brewed
- 2** While blending, add your choice of topping onto the ice cubes:  
4 tablespoons Nic Topping, e.g. Nugatti art no. 75-878 or Salted Caramel art no. 75-822.
- 3** Top with whipped cream and garnish with optional Nic Topping and Nic sprinkles e.g. Chopped hazelnuts art. no. 76-879.
- 4** Serve!





# SERVING TIPS!

*Would you like a more luxurious frappé? Add large marshmallows, use a torch and burn until the surface is golden. Decorate with topping and sprinkles!*







# CELEBRATING 10 YEARS AS A BRAND!

*“How it all started”*

In 2005, Idun Industri A/S (Orkla) acquired the companies Candeco and Nimatopaal, and the idea of a common brand for ice cream accessories began to emerge. Patrick Aalhuizen from Nimatopaal, Pål Østensvig and Tor Osmundsen from Idun saw a large potential in developing their own brand, which would provide a uniform producer of the products and clearer communication to the markets.

They contacted the advertising agency Heimer & Co (now Helicopter) and they

started with the project name used internally – Nic – which was the initials from Nimatopaal, Idun and Candeco.

Eva Morenius from the advertising agency was commissioned to work on an initial brand book and, together with Idun's marketing department, it was decided that the working name Nic would be permanent.

So, on January 1, 2008 the brand that came to mean so much for the group's development was born.

The goal of the new brand was to find a common platform and gather the whole concept under one roof. It turned out that this was something that the market was missing and that there was a need for it. The focus was on creating a one-stop shop – i.e. making it easy for the customer to find all the accessories for ice cream from the same supplier.

## WE HAD A CHAT WITH PATRICK AALHUIZEN - DIRECTOR OF NIC NORDIC, WHO WAS THERE FROM THE START:

### **WHICH FACTORS DO YOU THINK HAS CONTRIBUTED TO NIC'S SUCCESS?**

"From the outset, we had a clear picture of what we wanted to achieve, and throughout our years we have had good support and trust from our parent company, Idun Industri A/S (Orkla). Strong production and sourcing were found in-house and worked very well.

The timing of the launch was spot on and furthermore, our products are amazingly fun to work with!

Something else that contributed to this development, is that we have a very dedicated and loyal staff. There has always been a great passion among all involved - management, suppliers, staff and customers!"

### **WHAT HAS BEEN THE HARDEST THING TO COPE WITH DURING THESE 10 YEARS?**

"The weather, ha ha ha (big smile). We seem to be in an industry where the weather is of great importance. However, more and more people discover that our products can be used all year for much more than ice cream, which is fun."

### **WHAT HAS BEEN THE MOST FUN DURING THESE 10 YEARS?**

"Seeing how the staff work as a team and how they have grown during these 10 years!"

### **WHERE DO YOU SEE NIC IN ANOTHER 10 YEARS?**

"Then Nic will be an established brand in most EU countries."





*Pål Østensvig  
Director  
Idun industri AS*



*Tor Osmundsen  
CEO Nic*

## FACTS ABOUT THE NIC-GROUP:

- In the beginning of 2008, Nic was established in Norway and Sweden, and their sales amounted to 60 million SEK.
- In 2017, the Nic Group had a turnover of 1250 million SEK and is now established in five clusters; Nic Nordic, Nic UK, Nic BeNeLux, Nic Germany and Orchard Valley Foods Group.



*Patrick Aalhuizen  
Director, Nic Nordic*



*Let's celebrate with a Champagne float! Choose your favourite champagne and add a scoop of ice cream or sorbet.*



**NIC & IDUN  
RAKKESTAD:**

# A TOPPING COLLABORATION

*The Idun Rakkestad Factory, located 1,5 hours south of Oslo, was built in 1963. Various businesses occupied the premises up until 1976, when Oslo Kjemiske Industri (OKI) took over the company. OKI produced chocolate coating and other similar products. The company gradually expanded its product portfolio to include waffles and sprinkles.*

In 1987, OKI became part of Idun Industri, which in turn joined the Orkla Group in 1991.

The waffle production was moved to Sætre kjeksfabrikk, which today is part Göteborgs Kex. In 2005, the sprinkle production was moved to Candeco in Malmö.

Today, bakery-related products, such as fillings, syrups, marmalades, icing, and

creams account for 50% of the volume at Idun Rakkestad.

The remaining 50% of what is produced goes to the ice cream industry, ice cream bars, and grocery retailers. This includes ice cream toppings, such as Nic, chocolate compounds, and ice cream ripple.

The factory also manufactures some of Sweden's and Norway's best known topping brands in FMCG (Fast Moving Consumer Goods).

In 2017, the factory had revenues of about EUR 10 million, of which Nic accounted for about 13%.

We were able to have a chat with Anne Gro Myrtveit, Market Manager for Idun Industri AS.

## **WHICH ARE YOUR TARGET CUSTOMERS?**

"We are a B2B supplier and focus primarily on the ice cream industry and the topping market. We have progressed into becoming a producer for Nic and other well-known companies."

## **HOW MANY EMPLOYEES DO YOU HAVE TODAY?**

In Rakkestad, we currently have 35 permanent employees. During high season, we have between 40 and 45 people."



## **WHAT DOES YOUR COLLABORATION WITH NIC LOOK LIKE TODAY, AND WHAT DOES IT MEAN FOR THE COMPANY?**

"We currently produce about 35% of the toppings sold in the Nordic market under the brand Nic.

Our collaboration with Nic and the great progress we have made mean a lot to us.

Collaboration has been especially great in the last 2–3 years in terms of the development of new products, with many successful launches."

## **HOW DO YOU WORK WITH PRODUCT DEVELOPMENT AND INNOVATION TOGETHER WITH NIC?**

"Before each season, we have a joint workshop to discuss what flavours are trending. We then work closely together



*Idun Rakkestad's representatives at FIE Frankfurt 2017. From the left: Anne Gro Myrtveit (Market Manager), Kristin Østby-Berge (Product developer) and Line Longva (Quality Manager).*



throughout the product development process to achieve the right flavour, quality and profile before launch.

For 2018, both Nic news are produced at Idun Rakkestad – Green Apple Topping and Banana Toffee Topping.”

**WHAT IS YOUR PERSONAL FAVOURITE FROM THE NIC ASSORTMENT?**

”Salted Caramel Topping, without a doubt!”

**WHAT SETS YOU APART FROM OTHER PLAYERS IN THE MARKET? WHAT ARE YOUR SUCCESS FACTORS?**

”Our biggest advantages are our flexibility and ability to develop customised products. Among other things, we have built up great expertise in our Product Development Department that has helped ensuring our growth.

Another strength is our employees. They take collective responsibility for delivering products and news on time.”

**WHAT FUTURE TRENDS DO YOU SEE IN THE INDUSTRY? WHAT DOES THE FUTURE CUSTOMER REQUEST?**

”Future trends include everything from environmentally friendly products, fair trade and clean labels. This may involve portion-size packages, biodegradable packaging, or packaging that includes less plastic, thus reducing environmental impact during transportation. It may also involve fair trade products, such as UTZ Certified (cacao) products or products free from palm oil.

The growth of organic products has strengthened, especially in Sweden. Products with a history or local affiliation have gained a foothold in all markets.

The future customer expects us to introduce tailored products that make them unique in the market.”



**NEW  
LAUNCH  
2018**

**GREEN APPLE  
TOPPING**



## ORCHARD VALLEY FOODS GROUP:

# LET'S MAKE IT SWEET!



*Since its inception, Candeco, which is located in Malmö in southern Sweden, has been Nic's main producer of sprinkles, pearls and fudge. After merging with Orchard Valley Foods in 2017, the company now faces an exciting future as part of the Orchard Valley Foods Group.*

### CANDECO & ORCHARD VALLEY

Candeco was founded in 1992, by five colleagues who knew each other from Fazer's former operations in Malmö. When Fazer stopped producing sprinkles in Malmö, they decided to buy the equipment and continue production in a new company. In 2005, Candeco was bought by Idun Industri AS and became part of the Orkla Group.

The company's focus is on providing the ice cream, bakery, and chocolate industries with decorations and sweet ingredients, such as sprinkles, caramel chips, colourful beads, fudge, and the like.

Nic is one of Candeco's major customers, accounting for about 25% of revenues in Malmö.

In addition to Nic, Candeco's target audiences include industrial manufacturers of chocolate, sweet pastries, ice cream, and other confectionery.

Europe makes up the primary market, but the company also has close collaboration with major global players.

Orchard Valley Foods Limited (OVF) was founded in 2004 in Tenbury Wells, England, by Mike Forrester. In 2005, he was joined by Cherry Blumberg. Contact was established early on between OVF and

Candeco and, in 2006, the latter became one of OVF's first contracted suppliers.

The company is a market leading supplier to the food industry and has a wide range of products from high quality manufacturing partners.

OVF also provides "private labels" to many retailers, various home baking products, as well as its own assortment of baked goods products under the brand "Additions". OVF also offers traditional fudge, cookie chips, toffee, mini marshmallows, and chocolate chips.



*Candeco's sprinkles are coloured using traditional methods in small pans, for the best quality.*

## STRONGER TOGETHER

In 2017, Orchard Valley Foods Limited was acquired by Orkla, thus becoming a sister company to Candeco. Since the companies share a large number of customers, great benefits can be gained by having a joint organisation, operating under the name Orchard Valley Foods Group. However, the Candeco brand will be kept for those products produced in Malmö. The major benefit of the new organisation is the ability to combine the companies' resources and skills. OVF has, for example, good resources in international sales, marketing, and distribution, while Candeco provides substantial know-how in product development and production.

Together, they form a top notch business that will contribute to healthy growth and opportunities for future investments. The first goal is to develop the production unit in Malmö to produce larger volumes and improve speed of innovation.

In addition, the joint sales department will be expanded and the process of cultivating new markets and customers will be intensified.

There is already close and established collaboration between Nic and Candeco in the development of new products. This

has led to quite a few new and interesting flavours over the years, including the highly popular Raspberry & Liquorice Fudge. On several occasions, unique and customised products have been developed as well.

A new product development team is now being formed within the OVF Group, focusing on developing new products based on different customer segments and trends. This will most definitely benefit Nic and we are bound to find new products from the OVF Group in Nic's assortment soon.

The future of Orchard Valley Foods Group is an exciting one indeed. Unique selling points include products of great quality and flavour, flexibility within the Group, a broad product portfolio, and great innovation capabilities. Competitive advantage is also provided by the fact that production in Malmö is environmentally friendly and mainly includes locally grown ingredients.

The Group will have estimated revenues of nearly EUR 40 million. Of the Group's 110 employees, 30 are located in Malmö.



*Workshops with participants from both the UK and Sweden results in extra creativity.*



NEW LAUNCH 2018



# COOL KIDS BOX

*- a fun cup with a surprise at the bottom!*

**THE CONCEPT THAT ALL CHILDREN WANT TO TRY!**

Join 6 Cool Kids-characters on their exciting adventures and collect the whole series.

The Cool Kidc's Box contains 60 sets of plastic cups and spoons with different motives. The cups and spoons are dishwasher safe and can be used again and again. Between a cardboard inner cup and the plastic cups lies a surprise toy - also collectible.

**WARNING!**  
Not suitable for children under 3 years.





# GELATO

## AS A PIECE OF ART

MUSTIKKA

VL, G

AIRO  
GELATO

*Gelato is an Italian type of ice cream and is known as handmade, smooth and rich in flavor. In the Nic Group we work together with different kinds of suppliers and therefore we can offer a wide range of gelato ingredients. Meet some of our customers in Finland and Denmark on the next pages.*







# CHJOKO

## - HEAVENLY COMBINATIONS

Chjoko, situated in the beautiful Kruunuhaka area in Helsinki, is all about chocolate, just as the name suggests, but lately the owner Mika Gröndahl has found a new passion. "Producing gelato is a new, interesting world for us! Chocolate really has a different flavour when it is served cold as an ingredient in our home-made gelatos":

"I started making small batches of gelato about 5-6 years ago in addition to producing chocolate pralines by hand", Mika tells us, "but I had to freeze the gelato elsewhere and soon I realised we

need our own batch freezer. I am now working with Fabbri's ingredients, but I still use a lot of domestic ingredients as well, such as berries and herbs, and I also tweak the recipes with new, interesting flavour combinations."

"My own personal favourite is Amarena cherries combined with basil and today we produced a sorbet with a flavour combination we know from the confectionary business: blueberry and thyme. I also like Fabbri's lemon paste – it is superb. Lemon can be used in combination with so many other flavours to enhance the taste."

"At the moment we only have space for 6 flavours in our display case which is a pity since I am bursting with ideas!"

"Fabbri's technician visited us last spring and together we made a lovely seabuckthorn sorbet, this has been highly appreciated by our customers, but the bestseller is the milk chocolate-sea salt gelato. People really get annoyed if we do not have this available each day", Mika laughs and poses for a few photos with one of his handmade ice cream bars in his hand. "Oh dear, I also have so many ideas for these ice cream bars!"







*Hi guys, how is your van running today?*

*Francesco Intini and Axel Lindholm peek out of their gelato van with bright smiles. "Great, thank you!"*



# GELATTERIA

## - GELATO ON WHEELS

### **HI GUYS, HOW IS YOUR VAN RUNNING TODAY?**

Francesco Intini and Axel Lindholm peek out of their gelato van with bright smiles.

"Great, thank you! It took a while to get the van approved by the Finnish authorities, but now we are up and running!"

"For a monthly fee to the authorities the van can be parked at assigned spots in the Helsinki area and attract gelato lovers. We produce the gelato in the morning and then we drive where the sun is", Francesco laughs.

Francesco and Axel met at a basketball tournament and found out they had more in common than just basketball – they both wanted to set up their own gelato business.

"We planned everything thoroughly for almost two years and spent months working in a gelateria close to Treviso in Italy to learn how to produce delicious gelato. In this gelateria Galatea's raw materials were used and we were happy to learn that Nic in Finland had started importing Galatea's products right before we

bought our van. Now it is easy for us to buy the ingredients and accessories we need from Nic."

### **DO YOU HAVE ANY FAVOURITE PRODUCTS FROM GALATEA?**

"Definitely the Libera 100-base", Francesco says. "It is incredibly creamy and keeps the volume so well." "And combined with the Hazelnut paste – it's just fantastic!", Axel adds.

"Of course it is also a great plus that Galatea's Libera line products have no e-numbers, no artificial colouring nor aromas. Galatea also carries a lot of vegan ingredients. We can see a growing interest in vegan products, especially among young people."

The summer was quite hectic and now Axel and Francesco have time to plan for the winter.

"We have started to visit bigger companies in the Helsinki area to sell to the employees and we have also found restaurants that want real Italian gelato on

their menus. A popup ice cream bar in a shopping centre would also be nice to have during the cold, Finnish winter", Francesco says.

"We also look forward to opening a gelato bar in the beautiful Old Market Hall in Helsinki already in the beginning of 2018. Then we will find out if Italian gelato melts the consumers hearts during the cold Finnish winter as well."





# FROM MICHELIN CHEF TO GELATO MASTER

*Hi Samuli,  
how has your  
summer been?*

*Samuli looks up from the  
gelato machine and smiles.*

"Extremely busy! I can't believe we've sold so much gelato although the summer weather has been so lousy here in Finland!"

Samuli is a Michelin-star awarded chef, who decided that gelato is more fun than restaurant food. Now he and his wife Heidi run their own business – Vanhan Porvoon jäätelötehdas.

"I do miss the pots and pans occasionally, but I kind of lost my heart to gelato already some years ago. This spring I decided to concentrate on gelato to 100%. I invested in the equipment, started building a brand, developing more recipes and now I have a gelato container on the tourist street of Porvoo. I also have a couple of gelato bikes – there will be 10 of them next season – plus more than 10 other restaurants and cafés selling my gelato. My wife is also working full time in our company and she even agreed to move out of our home in the idyllic Porvoo centre to turn this into a gelato café. But I have to admit that a lot is going on at the moment – we are also expecting our third child", Samuli smiles.

## **DO YOU HAVE ANY PERSONAL FAVOURITES AMONG THE GELATO FLAVOURS?**

"The easy answer would be pistacchio, but I also love Fabbri's Amarena – there's no better. A lovely combination of sweet and sour! "

## **WHAT ABOUT YOUR CUSTOMERS?**

"We actually have some flavours that people travel long distances to buy, for example our burned butter and toasted almond gelato and our gelato with the real Porvoo liquorice. I re-



ally enjoy selling gelato myself, but somehow I've been stuck here in the production quite a lot this summer", Samuli complains with a smile and then he goes out in the garden. There he picks some fresh herbs to combine with the gelato flavours and says: "Next summer we will need a bigger herb garden!"

We meet up with Samuli's wife Heidi in the city centre where she is opening the gelato container for another busy day.

## **HI HEIDI, WE HAVE TO ASK YOU THE SAME QUESTION: DO YOU HAVE ANY PERSONAL FAVORITES AMONG THE GELATO FLAVOURS?**

"Oh, my favorite... it changes every day! But I do love the sorbets we make, they are creamy and soft and they surprise a lot of people who expect sorbets to be icy and cold on the palate. We are kind of sorbet missionaries," Heidi laughs.

You can find Samuli and Heidi in the beautiful old town of Porvoo in Finland, a 45 minute drive from Helsinki.



# AIRO GELATO

## - A DREAM OF PREMIUM ICE CREAM

Robert Kristiansson and his whole family has been involved in the ice cream business for more than 20 years. Ever since he started selling ice cream, the desire to start producing his own premium ice cream has been present and about two years ago he couldn't resist any longer. Airo Gelato was born.

Robert wants to show his customers that the ice cream is really made on site so his ice cream parlour is situated right in the middle of the new addition to Mylly shopping centre in Raisio, Finland. As the production is surrounded by plexiglass the customers can follow how the ice cream is being produced.

**ROBERT, HOW ON EARTH DO YOU HAVE TIME FOR EVERYTHING? YOU HAVE TWO**

**MORE ICE CREAM SHOPS, A CAFETERIA, A GUEST HARBOUR, A SUMMER HOTEL, A RESTAURANT...**

"Well, this is really our family's life style - we are used to working long hours. But we try to take some time off and travel every now and then, both to relax and to find new ideas. For example, the Churros that we serve together with gelato here at Airo is of course an idea we picked up in Spain."

"Unfortunately the young personnel at Airo Gelato quickly learned how to make gelato when we started. Otherwise I would gladly spend more time producing ice cream myself", Robert laughs.

"We use Fabbri's ingredients combined with Finnish specialities and are very happy with the quality of the bases,

Delipastes and Variegatis. Personally, I like the Nutty Nero, and something you really need to try is our own gelato with Finnish tar syrup. Not the type of tar you use on boats, though!"

Niina Erkkilä is producing gelato when we arrive to take some photos.

**NIINA, DO YOU HAVE SOME FAVOURITE FLAVOURS?**

"I love everything with chocolate, but also the banana and blueberry gelatos are delicious", Niina tells us. "We are encouraged to listen to our customers and try out new flavours and this makes our job very interesting. Gelato is never boring!"





MBAKERY'S WOW FACTOR:

# SMOKING GELATO







*In 2015 baker-confectioner Mikko Hietala and his team at MBakery won the title Finland's Best Bakery and became the talk of the town in Turku with their luxurious cakes and confectionary products. However, lately the talk has been about their gelato – because it is smoking (hot)!*

While Mikko is preparing to demonstrate this trendy smoking gelato portion, we ask him how he came up with the idea to produce gelato in addition to their bakery products.

"Summer is a bit more quiet in our industry so we wanted to create a real summer hit. We recently bought a new gelato machine and have now been busy creating recipes, starting from our own favourite flavours and also developing the assortment according to customer wishes. We are using Fabbri's ingredients: bases, Delipastes and Variegati, tuned with, for example, berry and fruit purees. Intensive and rich flavours are a baseline for us, so we do not skimp on Delipastes. In addition, these also work well in confectionary goods."

#### **WHERE DID THE IDEA OF SMOKING GELATO COME FROM?**

"We always want to differentiate our products from the rest of the market, to serve our customers a piece of

luxury and create a true experience, a delicacy to all the senses. Since hearing about smoking ice cream, I travelled to several cities and continents to explore its' secret. Now that we were able to create our own smoking gelato product, we've had a crazy summer! We've been selling huge amounts of smoking gelato during summer festivals and in our cafés, and this is just the beginning. Next summer we are going to expand our sales through our own distribution as well as through resellers", Mikko predicts.

#### **HOW DO PEOPLE REACT TO SMOKING GELATO?**

"Well, people's reactions are absolutely the best thing with this! No one leaves without a smile and some even freak out completely! At that moment, it doesn't matter how long a work day you've had, you just start to smile and feel good yourself, too", Mikko concludes with a smile.







# GELATO

## THAT MAKES THE ANGELS SING...

*Mammis Gelato, located in the centre of the Latin Quarter in Aarhus, serves velvety-soft, homemade quality ice cream – with soul, cosiness, creativity and coolness as the tasteful topping. A few months after opening, the ice cream shop won its first consumer award.*



“WE DECIDED  
TO EXPLORE  
THE PASSION  
TOGETHER”



The inspiration for the Mammis Gelato family concept is particularly international. As a youngster, mum Helle Schmidt, worked in an ice cream bar in Sydney and while her daughter, Michelle Schmidt, attended a jewellery design school in Rome, Helle surrendered herself to the classic Italian gelato.

“We decided to explore the passion together,” says Helle Schmidt.

They enrolled for a course at the gelato university, Carpigiani, in Bologna and, in Aarhus, they found premises close to the city’s cathedral.

“Not huge, but on the other hand, we could fit it out with soul and personality,” says Michelle Schmidt.

They named the shop Mammis Gelato – a play with the Italian word for mum and an anagram for Michelle and her sister, Maria. For the start up they were assisted by a teacher from the Italian ice cream university to realise the dream of Danish gelato gently produced with focus on quality and good, international raw material: Valrhona chocolate, Polynesian vanilla from Tahiti and pistachio nuts from southern Sicily. The delicious goodies are served in waffles from Frima Vafler or Nic’s gluten-free waffles and with sauces and nut topping from Nic.

“They are the absolute best and most flavourful waffles on the market. Originally, we wanted to bake our own waffles. But Frima Vafler are tasty and live entirely

up to our quality requirements,” says Helle Schmidt.

And Mammis is also crazy about Frima Vafler’s service. Every Wednesday, Alfred comes by with new products. He is an elderly driver at one of Frima Vafler’s wholesalers.

“Alfred reminds me of my grandfather. He is the sweetest and most service-minded gentleman. We always look forward to him popping by. So he also matches our family concept completely,” says Michelle Schmidt.

Right from the outset, the customers have also been crazy about Mammis. After two months, the shop won the local Smag Aarhus (Taste Aarhus) award as the customers’ favourite ice cream.



# NEW TRENDS

## THE HONG KONG WAFFLE

The Hong Kong Waffle is an over-sized bubble wrap, brimming with ice cream and colorful toppings. The waffle itself is notably crispy on the outside, soft and chewy on the inside and with hollow bubbles. It's sweet and with a nice flavor of egg. Nic Netherlands is 2018 launching a whole concept for this trend and it is called "Bubble Waffle Ice cream". They will have waffle irons, a mix and cardboard cone wrappers.



## CHURROS + NIC TOPPINGS

- LOVELY AND CRISPY

Churros is a Spanish fried pastry that reminds us a bit of donuts. They are usually served with chocolate sauce and are sometimes filled with chocolate cream or dulce de leche. There are many tapas bars that have churros on their menu and Nic's toppings are great for dipping these delights!



## FREAK SHAKES

In Nic Magazine 2017 we wrote about the upcoming trend – freak shakes. Now it's here to stay! We get a lot of inquiries from customers who are interested in creating these kind of monster shakes and of course we'll help them. Are you interested too? Just get in touch with your sales representative for Nic and together we can create your own, unique freak shakes.





NEW  
LAUNCH  
2018

# SLUSH ICE WITHOUT AZO!



*Ask your Nic  
representative  
for more  
information!*







*“Our buffet with ice cream accessories is a success!”*

*Thea Tallåsen,  
F&B Manager, Tusenfryd*





# ISSLOTTET TUSENFRYD

*Among the pines and woodland, rocks and winding paths, about twenty kilometres outside Oslo, we find the theme park Tusenfryd. Inside the park, Isslottet has found a winning concept – an ice cream and accessory buffet!*

The park is located in a beautiful setting of forests and cliffs in the middle of nature and gives a solid and charming impression. For every step you take, the park grows and new impressions appear constantly.

We meet Thea Tallåsen who is the F&B manager and talk about the developments in food service at the theme park. In recent years, a lot of time has been spent on improving the quality and supply of both food and ice cream.

A famous meeting point for guests is "Isslottet", a large ice cream bar where families with children gather to choose from the wide range of different types of ice creams and accessories.

Three years ago, the ice cream concept was developed at Isslottet, and it was dedicated to self service. Thea had previously tested this on slush and saw potential for ice cream as well. Together with the supplier, Diplom-Is, who wanted to contribute and develop the new concept, a proposal was made. Before the start, a lot of research was done, and Thea visited various ice cream bars in Norway and abroad. Isslottet was re-launched refurbished with the help of some talented designers. The new interior is very eye-catching and has been noted in many ways, including in an Italian design magazine.

Isslottet has a wide range of Royal Softis from Diplom-Is and accessories from Nic. Here you can find almost the whole Nic assortment suited for self service and the entire buffet have been set up with the help of Nic's Rosetto dispensers. The dispensers are a very hygienic way of serving, instead of the traditional method with bowls and spoons. Since the dispensers are hung on the wall, the customer also gets a good overview of what is offered. Thea has deliberately invested in as wide a range as possible and Isslottet markets itself as a total experience. Here, the customer will be delighted with the

great freedom of choice and get a little extra in the shape of, for example, a decoration. The visit should feel so unique and exciting that the customers want to tell their friends and family about their visit and want to return for more.

The target audience for Isslottet is families and young people who appreciate the extensive selection. There are both adult flavours and flavours that appeal to younger visitors. The goal in the future is to be able to use new products to reach both the older visitors and the youngest ones.

"Nic's products work very well, they are appreciated by customers. The products have also been tested on dessert buffets and Belgian waffles with good results", Thea says.

There are many future ideas around Isslottet and the goal is to continue expanding the range and selection. A continued cooperation with Diplom-Is is important.

Recently, American amusement park developers visited Tusenfryd and will soon report on how to develop both the theme park and food services and make Tusenfryd an even more attractive visitor destination in the future.





# SHAKE IT UP AT KITTY'S!



*When Sanna Langi and Michael Beresford became friends as they were studying for their bachelor's degree they realised that they had a common goal: they wanted to become entrepreneurs. But what kind of company should they set up? At some point, they figured out that although the Finns eat most ice cream per person in Europe (14 litres per year!) there were no milkshake bars anywhere in the Helsinki area. Something had to be done to fix this!*

After tasting a lot of different milkshakes on a trip to New York Sanna and Michael started to develop their own recipes with high quality ingredients – all American 50's diner style – and opened their first milkshake bar in the cosy Hietalahti market hall in Helsinki, Finland.

"We use a lot of Nic's toppings for our milkshakes", Sanna explains. "We know the quality is consistent and we have found a lot of suitable flavours for our extensive menu."

And oh boy, what a menu! Peanut Snickerdoodle, Amaretto Coffee and Crème, Chokka Mokka, Toffee and Fudge Blast, Rocking Raspberry... just to mention a few.

When browsing through the reviews for Kitty's Milkshake Bar on TripAdvisor you realise that Sanna and Michael have succeeded in charming the Finnish and foreign customers with both their personalities and their tasty milkshakes.

"Probably the best milkshake I've ever had." "If I could give them 6 stars, I would!" "Fantastic staff made me feel welcome." "The milkshakes are to die for." All the reviews are overwhelmingly positive and each writer also gets a personal comment and a thank you.

"Michael is our social media wizard, he communicates with our customers through Facebook and Instagram and we can





see that social media as a marketing channel works for us. A lot of people are sharing pictures of their milkshakes and of course their friends also have to come and try them out." Sanna smiles.

A few months ago, Sanna and Michael opened a second milkshake bar in the Helsinki area, now in a completely different surrounding; the Iso Omena shopping centre. Suitable enough the name of the shopping centre translates as The Big Apple!

"Here we will continue with the same concept; excellent, humorous customer service and the best possible milkshakes", Sanna says.

#### **SO WHAT'S NEXT?**

"We take it strategically step by step and make sure everything runs smoothly, that we have the best possible co-workers and co-operation partners, before we start planning for the next milkshake bar. But we are eager to grow – the sky's the limit!"





## ICE CREAM INGREDIENTS AND ACCESSORIES

### **Denmark**

Frima Vafler A/S  
Gunnar Clausens vej 40  
8260 Viby

–

### **Sweden, Norway & Finland**

Nimatopaal AB  
Storbyvägen 7  
SE-780 51 Dala-Järna

–

### **Sweden**

Väffelbagaren AB  
Prostens väg 30  
291 44 Kristianstad

–

### **Germany**

Eisunion GmbH  
Gsteinacher Strasse 4  
90537 Feucht

–

### **The Netherlands**

Nic Nederland B.V.  
Coenecoop 27  
2741 PG Waddinxveen

–

### **The Netherlands B.V.**

Laan Heiloo  
De Hoefsmid 35  
1851 PZ Heiloo

–

### **United Kingdom & Ireland**

Marcantonio Foods Ltd  
18-22 Thames Road  
Barking  
Essex  
IG11OHZ

–

### **United Kingdom & Ireland**

Call Caterlink Ltd  
Units 7-8 Bodmin Business Park  
Launceston Road  
Bodmin  
Cornwall PL31 2RJ

## CONFECTIONARY INGREDIENTS AND DECORATIONS

### **Orchard Valley Foods Groups, including:**

#### **Orchard Valley Foods Ltd**

4 Lower Teme Business Park  
Burford  
Tenbury Wells  
WR15 8SZ

#### **Orchard Valley Foods Sweden AB**

Olsgårdsgatan 4  
SE-21579 Malmö

On our website

# nicice.com

you will find our complete assortment,  
as well as our product catalogue.

