



Artesian *Gelato*

LANDLORD PRESENTATION

*Premium Pop-Up Ice Cream Cart for
Shopping Centres & Tourist Sites*



**ELEGANT
MOBILE CART**



**AWARD-BACKED
SUPPLIER**



**FAMILY-FRIENDLY
RETAIL APPEAL**

A concise visual proposal presenting our artisan gelato cart, supplier quality, operational standards and customer-facing presentation for prospective landlord review.

PREPARED FOR PROSPECTIVE LANDLORD REVIEW

Concept Overview & Retail Benefits

Artesian Gelato is a premium, visually attractive mobile gelato cart designed for shopping centres and tourist locations with strong family appeal and a compact operating footprint.



Concept Overview

- Premium artisan gelato offer presented from an elegant cream mobile cart.
- Compact format suitable for shopping centres, outdoor retail plazas and tourist sites.
- Family-friendly product with broad appeal across children, parents and general visitors.
- Fast, simple customer journey for ordering, payment and collection.



Retail & Landlord Benefits

- Strong visual appeal and high impulse-purchase potential.
- Neat, tidy service counter with professional presentation.
- Small footprint that supports flexible site positioning.
- Smooth customer flow and easy customer understanding.
- Suitable for both indoor and outdoor commercial environments.
- Attractive branded setup that enhances the retail atmosphere.



A premium, visually attractive gelato offer with a compact footprint and strong customer appeal.

Real Trading Setup & Customer Experience

Live trading photographs show the cart in operation and demonstrate the quality of the visual presentation, customer interaction and retail appeal.



Elegant branded cart



Professional service setup



Family-friendly retail appeal

- 🍦 Elegant branded cart and canopy presentation.
- 🍦 Professional black staff uniform and tidy counter setup.
- 🍦 Family-friendly interaction that suits shopping-centre visitors.
- 🍦 Clear A-board and inviting customer-facing display.
- 🍦 Clean, landlord-friendly appearance during service.
- 🍦 Open, welcoming layout that encourages impulse purchases.



Real trading images help demonstrate the genuine quality and presentation of the offer.

Daily Covering, Hygiene & Safety

Protected When Not in Use

Our carts are covered at the end of each trading day and whenever they are not in use, helping maintain a clean, safe and landlord-friendly presentation on site.



In Use

Our cart is presented clean, professional and welcoming during trading hours, creating a positive experience for guests and the surrounding area.



Not in Use

- Daily protective covering when the carts are not in use.
- Supports hygiene by shielding the service areas from dust and debris.
- Helps maintain a neat, tidy and professional appearance on site.
- Adds safety and site management benefits outside trading hours.
- Helps protect equipment and finishes from weather exposure.
- Reinforces a responsible, landlord-friendly operating approach.



Hygiene protection
Shields service areas from dust and debris.



Safety & site tidiness
Supports a neat, tidy and safe environment.



Weather & equipment protection
Helps protect finishes from the elements.



Daily cart covering supports hygiene, safety, site presentation and responsible operation.

Supplier Quality & Award Credentials



The gelato offer is supported by a professional artisan supplier with strong quality credentials and a broad retail-ready product range.



About the supplier

Raga Gelato is a family-run London artisan gelato supplier led by Gabriel Di Donato. The business is built around authentic Italian gelato-making, natural ingredients and quality-led recipes developed for retail presentation.



Award credentials

- Great Taste Awards 2023
- Pistacchio Rustico - 3 Stars
- Strawberry & Basil Sorbet - 1 Star



Retail-ready support

- Gelato, sorbets and vegan options.
- Service formats including Napoli trays, cups, cones and tubs.
- Product range suited to premium customer-facing environments.



Award-backed artisan supply adds credibility to the retail proposal.

Product Offer & Customer Appeal

The offer is designed to be simple, premium and easy for customers to understand, while still giving enough variety to create repeat purchases.



Core customer offer

- ✓ Premium artisan gelato served in cups or cones.
- ✓ Classic gelato flavours alongside seasonal and speciality options.
- ✓ Sorbet and vegan-friendly choices for broader appeal.
- ✓ Suitable for quick treats, impulse purchases and family outings.



Example range

CLASSIC GELATO

- Pistacchio Rustico
- Giandua
- Madagascan Vanilla
- Venezuelan Chocolate
- Stracciatella
- Fior di Latte
- Salted Caramel



SORBETS & VEGAN OPTIONS





- Lemon
- Mango
- Passion Fruit
- Raspberry
- Strawberry & Basil
- Dark Chocolate
- Coconut & Lime
- Mixed Berries



A clear premium offer with broad appeal helps support a strong trading proposition.

Landlord Assurance & Next Steps

The proposal is intended to provide a clean, premium and professionally managed gelato offer that can integrate well into quality retail or tourist environments.

FEATURE	ASSURANCE
 APPEARANCE	Elegant branded cart with a premium retail look.
 OPERATION	Clean, tidy and controlled trading setup.
 SERVICE	Polite, welcoming and professional customer service.
 QUALITY	Backed by a London-based artisan supplier.
 COMPLIANCE	Food hygiene, risk assessments and insurance documentation available on request.
 FLEXIBILITY	Final operating details can be adapted to site requirements.
 OBJECTIVE	Seeking suitable pop-up opportunities in shopping centres and tourist locations.

We would be pleased to discuss your site requirements and provide any additional documentation needed to support a prospective application.



**PREMIUM
QUALITY**



**CLEAN &
HYGIENIC**



**CUSTOMER
FOCUSED**