




Gelāre

TREAT YOURSELF



The Gelére Story



In 1985 when Gelére founder, Farid Torabi, arrived in Western Australia from the United States, he noticed a gap in the market. There were plenty of food outlets ranging from the low to the high end, but no one was providing a premium dessert offering.

Leaving behind his job as an engineer and with virtually no business experience, Farid took the plunge and opened up Gelére's first store in the heart of the iconic area of Fremantle.

The outlet immediately created a stir across the city, attracting locals and tourists who had never experienced Gelére's artisan-inspired range of ice creams and freshly baked waffles.

With his intimate experience in the stores' operations and surging levels of interest in the brand, outlet after outlet opened up in Perth in the years ahead and in 1994 expanded overseas to open its first international outlet in Singapore. Today, Gelére has expanded around the world with outlets across Australia, Singapore, Hong Kong and the Philippines and is now regarded as one of the premium dessert chains around the world.





Moving away from the norm

Traditionally, the ice cream business model was simple: scoop, serve and walk away. Ice cream was an impulse; it was never a destination. There was no experience and no drama to the ritual, which was a weakness in the model, resulting in parlour after parlour busting into the market and fizzling out equally as fast. This is the main reason why the idea behind Geläre was never just to be a high quality ice cream parlour.

Instead, Geläre created an innovative retail model in its delivery of ice cream that moved away from the conservative scoop and serve model. The brand is based on providing our customers an entire Geläre dessert experience.



Based on this model, we created an immersive dessert experience, a place where families and friends come for social connection while experiencing the smells of our freshly baked waffles and cones, the unique taste of our all-natural ultra-indulgent ice cream all while being served in a friendly rustic-style environment by our energetic staff.

Now, Geläre has separated itself from the pack as a global brand, built on a foundation of providing delicious premium desserts, bolstered by its strong company operations.

The Geläre Difference



Our Ice Cream

Traditionally, there has been a divide between the Italian concept of ice cream ("Gelato") and American ice cream. Gelato is typically flavourful but has a low cream content. American ice cream is usually creamier and fluffier than Gelato but has a much higher air content (called "overrun" in the trade), making it a very light ice cream.

The key to our signature ice cream range is that it is thicker than Italian gelato, but is also heavier and creamier than American ice cream. You could say that Gelato is an improved "hybrid" ice cream combining and also exceeding the best qualities from both countries; unlike any other ice cream around the world.

Our Ingredients

Naturally, the next question is how did we create this hybrid? The simple answer to that question is what we put into the ice cream and the way that we put it in, which guarantees to put a smile on the face of every ice cream lover.

It all starts with our dairy sourced in Oregon from a farm which has operated since 1945. Nowadays, with over 1500 cows and growth limited only to cows born and raised on the farm, all hormone free, there is no question that the quality of our ice cream is linked to the quality of livestock practices. In the same way, our all-natural ingredients are sourced from all corners of the globe to create the richest and most flavourful scoops of ice cream. No shortcuts are taken in our pursuit of quality.

Treat Yourself



Our Production Processes

The way we create our ice cream is different too. Early on in the manufacture of commercial ice cream, people found that they could double their ice cream yield by fluffing the product with air. The ice cream looked the same to the unwary customer, but in fact could easily contain as much air as actual ice cream. At Gelére we use a secret formula that features a higher cream content than almost every other ice cream on the market and uses absolutely no overrun.

The end result is an ice cream unlike any other: richer in flavour and texture, heavier in weight and contains excellent shelf-life to eliminate any concerns around wastage.

Our Waffles & Cones

Gelére was the first in Australia to serve freshly baked Belgian waffles in its ice cream cafés. This move was soon followed by others, but with a critical difference: Gelére waffles and pancakes are freshly baked to order on the premises using our very own specialty batter to create a perfectly crispy and fluffy waffle to complement our ice cream range.

Every Gelére outlet also bakes their own waffle cones fresh on the premises, using fresh and all-natural ingredients. The signature aroma created while baking cones is an essential aspect of the Gelére brand – tantalising and drawing in customers from near and far.

Other Products

Our Coffee & Beverages

Using a specially selected blend of roasted Arabica Beans, we have created a perfectly balanced blend of coffee for our customer base. Our stores offer a full coffee menu including flavoured coffees and flavoured chocolate drinks as well as herbal teas, cold beverages and chai teas in various flavours. Soft drinks, packaged fruit juices and water are also a part of our regular menu.

Real Fruit Smoothies

Through extensive market research and product development, Gel re has introduced certain products to cater to the nutritional requirements of each of our customer segments, whether they be lactose-intolerant, vegan, coeliac or simply concerned with opting for healthier options. To keep up with this segment's demand for healthy alternatives, Gel re has developed a wide range and choice of all-natural no fat, low fat, non-dairy and vegan smoothies without compromising what Gel re does best: creating delicious treats.





COCONUT
ALLEY

100%
DAIRY
FREE

DOUBLE CHOCOLATE

Made with **FRESH** Coconut Milk

COCONUT
ALLEY

100%
DAIRY
FREE

MATCHA GREEN TEA

Made with **FRESH** Coconut Milk

COCONUT
ALLEY

100%
DAIRY
FREE

YOUNG COCONUT

Made with **FRESH** Coconut Milk

Vegan Ice Cream - Coconut Alley

Consumer health consciousness has become an opportunity which the ice cream and dessert industry would be foolish to ignore. Innovation is key to tapping into this emerging market, which is why Gel re has developed a full range of ice cream and dessert alternatives, including low-fat frozen yoghurt, as well as dairy-free, gluten-free and non-GMO ice cream alternatives.

The Coconut Alley Brand, developed exclusively by Gel re's product development team, is a non-dairy, gluten-free vegan ice cream to address the growing demand for healthier ice cream options.

Gel re sources fresh coconut milk with high quality international ingredients to create this unique product. The true innovation behind this expanded offering lies in the negligible difference between Gel re's signature ice creams, and its Coconut Alley range, thereby not only attracting a new health conscious sector in our market, but also bolstering Gel re's existing customer base.



Part of the ingenuity of the Geläre model, is that it manages to create an immersive dessert experience without any of the drawbacks associated with food preparation.

Some of the benefits offered are:

- no kitchen, no chef, no waste, no food preparation and easy to operate;
- a product mix that delivers year-round sales;
- depending on the location and passing traffic, Geläre cafés can produce some of the highest yields per square meter in the retail industry;
- intense initial and ongoing training;
- site selection and lease negotiation;
- equipment maintenance training; and
- access to our café layout, design and fit-out designer.

Geläre has developed a thorough and dynamic franchise application process to ensure both that a Geläre franchise is the right business for you and that you are the right individual or group for Geläre. Special emphasis is placed on ensuring that we retain the best franchise partners to join our network. Each applicant must complete our initial franchisee application form followed by a series of interviews and assessments. In particular, we are looking for individuals who are passionate, quality-focused and who are willing to operate and learn within the boundaries of Geläre's proven systems and processes.

Operations & Franchising

Marketing & Product Development

Each year a national marketing calendar is created in each of our expanding territories around the world, concerning product development, promotional campaigns, customer loyalty strategies and other offers geared towards specific ends. These are reinforced through our various platforms including radio, television, print and digital media.

Product development is an exciting and fundamental area of the Geläre brand that is closely tied to our marketing and promotion strategy.

The special team dedicated to this work at Geläre combines the latest market research and food trends, along with the values and vision of Geläre to create delicious, fun and exciting products. Amongst other things, Geläre has introduced its extensive range of smoothies, vegan ice cream products, dessert options (such as our ice cream sandwiches) and breakfast items. We are also constantly expanding our existing line of ice creams to include more premium and artisan-inspired flavours.

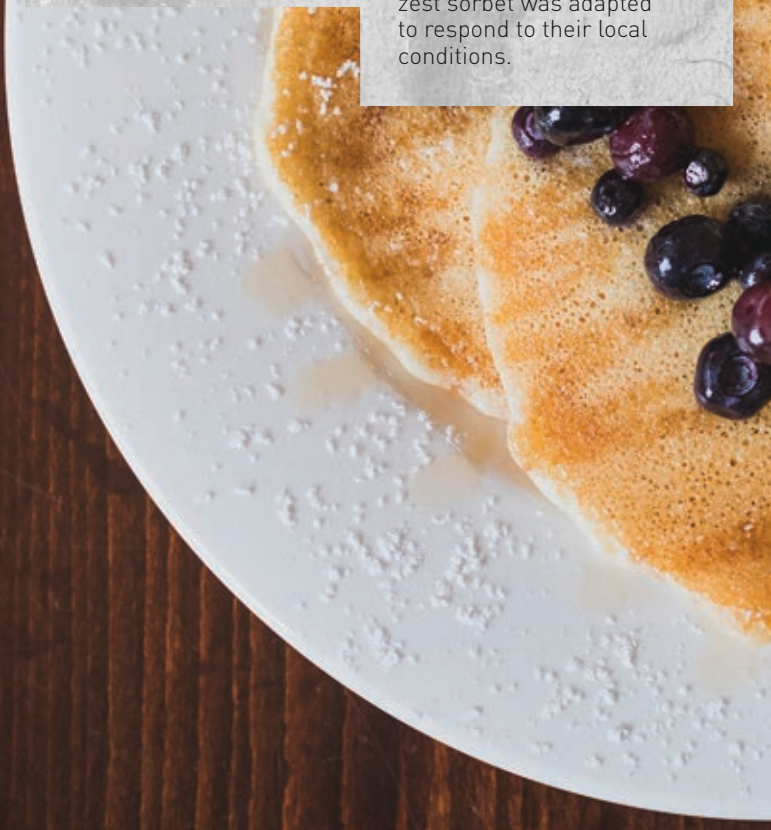


Geläre International

With over 40 stores (and counting) operating around the world, Geläre is establishing itself in each of its operating territories as one of the most recognised and fastest growing dessert brands.

While we continue to grow across Australia, we are determined to join together with franchise partners in regions across Asia and the Middle East to become the most loved ice cream and dessert brand across Australasia. Based on the international inquiries that we are receiving each week, we are confident that this goal is well within sight.

Geläre is conscious of the varying cultures, preferences, tastes, purchasing power and dining habits specific to particular international markets. We do not seek to impose a one-size fits all model but instead work with potential master franchisors in these territories to develop a market plan suited to the preferences of the customer, while still respecting the need for a consistent global brand. For example, in Singapore, a white chocolate raspberry flavoured ice cream was developed to suit the taste preferences in that market, while in the Philippines a lemon and lime zest sorbet was adapted to respond to their local conditions.





Master franchise partners in our expanding territories require:

- familiarity with the local market;
- experience in café industry (ideal, but not essential);
- proven financial resources. The master franchisee must have the wherewithal (either alone or with other investors) to buy the franchise rights, set up prototypes and systems, and develop the franchise business in the agreed territory; and
- proven management skills, sales, marketing, operational skills and the ability to train franchisees to manage their own unit economics. For the most part, the master franchisee will be functioning in exactly the same way as the franchise does in its "home territory" (native country).



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