

FOR OVER 70 YEARS ~ PARISELLA'S ~ MADE IN WALES



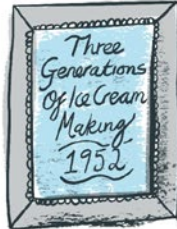
Parisella's[®]

MAKING ICE CREAM SINCE 1952

Italian Style Ice Cream Handcrafted In Conwy



Domenico Parisella



A History Based On Quality

Experience an irresistible, tantalising taste sensation like no other with Parisella's Ice Cream, a cherished 3rd generation Welsh business and the oldest ice cream manufacturer in North Wales. We've been passionately crafting our renowned, award-winning ice cream since 1952. Indulge in the rich legacy of our Welsh & Italian heritage and treat your customers to the exquisite flavours that have delighted generations.

We believe that ice cream should transcend mere sweetness; it should be an immersive experience! This is why we present a diverse selection of over 20 flavours in our wholesale ice cream range, crafted with the finest ingredients and guaranteed to be a crowd pleaser wherever it is served.



Our Commitment To The Wholesale Market

Our vision is straightforward: to provide our customers with the highest quality Welsh-made dairy ice cream, ultimately boosting your revenue and enhancing customer satisfaction for your clientele.

We cater to a wide range of establishments, including ice cream parlours, restaurants, visitor attractions, theatres, cafes, and retail venues.

Parisella's Benefits At A Glance

- Traditional Italian recipe
- Over 20 flavours
- 3rd generation business
- North Wales's oldest supplier & manufacturer of ice cream
- State of the art factory
- Quality controlled product
- Market leading product
- Regular delivery service
- Own vehicle fleet
- Knowledgeable drivers
- Ongoing product development
- Dedication to excellence
- Branded freezers
- Full training



Our Solution

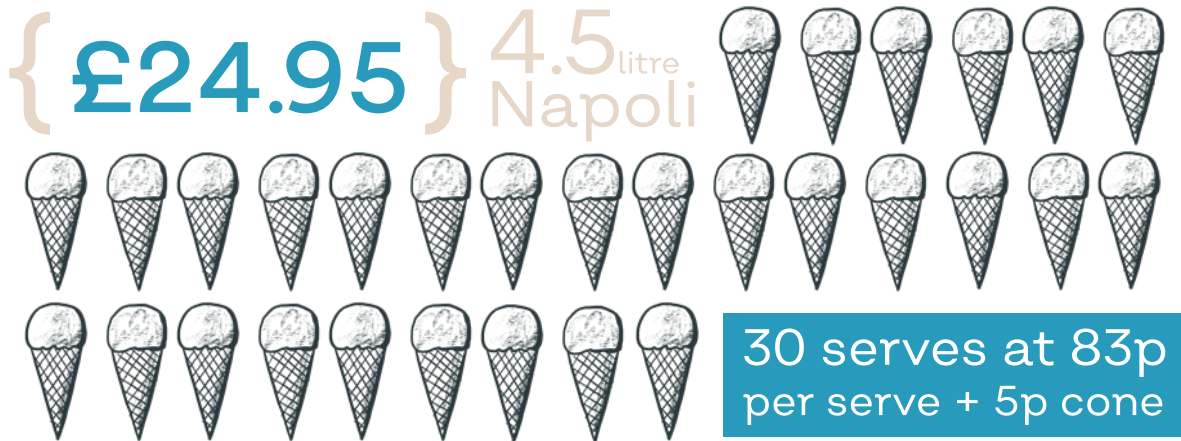
Introducing the exclusive **Pari "seller" Club**, where we welcome you as part of the Parisella family! Join us today and unlock a world of exciting opportunities with our comprehensive "ice cream turnkey solution".

With over seventy years of experience, we understand the challenges of providing a delectable and reliable ice cream offering to your clients, and we're here to support you every step of the way.

As a valued member of the **Pari "seller" Club** you gain access to a range of exceptional benefits.

- Whether you operate a scooping site or a retail outlet, we offer a selection of freezers tailored to meet your specific requirements. With every freezer purchase, enjoy complimentary stock deals and on-site delivery*.
- Elevate your business skills with our comprehensive retail training, covering scooping efficiency, waste reduction, strategic RRP modelling, and enticing add-on options for resounding success.
- Access essential equipment, point-of-sale materials, and a digital starter pack with tailored images for your social media and digital platforms.
- Discover unique and irresistible flavours with our expert advice and bespoke flavouring options tailored to your preferences (Minimum Order Quantities apply).
- Experience swift 7-day delivery service during peak periods, ensuring you can serve delicious ice cream to eager customers without delay.
- Access supplementary products like high-quality cones and indulgent flakes to elevate your ice cream offerings and delight your audience.
- Prioritise safety and transparency with thorough allergy information and training to accommodate customers' dietary needs.

COST BREAKDOWN



Total cost 88p Average Retail Price £3.60

75.55% GROSS PROFIT

Parisella's offer a complete Ice Cream solution for **YOUR BUSINESS** needs. Serve your customers delicious Welsh made ice cream and still maintain an excellent Gross Profit

*T&C's apply, speak to our team for more information



Wholesale Price List 2024

£24.95 ex vat.....4.5 litre Napoli

£14.95 ex vat.....2.5 litre Napoli

Dairy Ice Cream Flavours

Banoffee • Blackcurrant Eton Mess • Bubblegum • Coconut • Cookies & Cream • Cherry Ripple • Honeycomb • Kinder Bueno • Latte Macchiato • Lemon Meringue • Lotus Biscoff • Luxury Vanilla • Mint Choc Chip • Hazelnut Swirl • Raspberry Ripple • Rum & Raisin • Salted Caramel • Strawberry • Toffee Fudge • Triple Chocolate • Unicorn • White Chocolate Deluxe

Vegan Ice Cream & Sorbet Flavours

Vegan Vanilla • Vegan Tropical Fruit • Blackcurrant Sorbet • Mango Sorbet

Discounted Freezer Deals Available

Please contact the office for more details



Gold Medal and Best of Flavour Winners at the Ice Cream Alliance National Ice Cream Competition 2022



Go North Wales tourism awards – Go Tourism Supplier of the year 2023



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