



# Brawo

2009



*An Italian Indulgence...*

Lecca il Gelato was the first real Italian ice cream parlour in South Africa, and opened its doors in February 2006. Owned and managed by an enthusiastic team of Italians, we are committed to produce only the best quality ice cream.

Following the huge success of our first outlet in Stellenbosch, we have opened many more in the Western Cape over the past two years, and are now expanding to others regions in South Africa.

We are setting high standards for superior quality ice cream, and our products are not marketed on price, but on its outstanding quality and flavour.



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SCOOP SOME MORE!  
with our Reward Card...



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## La Vita è Bella

Passion is synonymous with Italy, and the Italian way of doing things. It's about a sense of achievement and victory; it's about sharing and creating what you believe in.

Italian passion has its footprint everywhere in our lives. From the food we eat and coffee we drink to the clothes we buy and cars we aspire to drive. It seems that in between the rise and fall of empires, the building of monuments and nurturing of the arts over the centuries, they have cultured an ability that lures the rest of us into their vibrant world of expression, colour, texture and song.

Not surprising then that the first real Italian gelato parlour in South Africa has also been a massive hit. Branching out to more than 15 outlets throughout the country in just three years, the Italian

passion for perfection behind the Lecca il Gelato team has made the brand a household name in many of the areas in which we now operate.

Offering our customers a hint of life on the busy Vespa-crowded streets in Rome, our masterfully-prepared gelato with its soft and creamy texture, in more than 70 tantalising flavours, is set to become even more popular as we continue to expand.

Notwithstanding our success, we cherish our family-run business and often revisit our roots planted just off the vibrant Piazza Navona in our hometown of Rome. Whatever your mood or state of mind might be, we invite you to scoop a little closer for a taste of 'La Vita è Bella' - the beautiful life, the Italian way with Lecca il Gelato.



THEY SAY THAT THE ONLY WAY YOU WILL TRULY BE HAPPY IS IF YOU ARE PASSIONATE ABOUT WHAT YOU DO





## The Sweet Side of Life

With numerous magazine covers and international advertising campaigns under her belt, internationally acclaimed model and South African television presenter Minki Visser is no stranger to sweet success.

Shortly after marrying Constant Visser in 2007, this self-proclaimed happy-go-lucky personality opened a trendy restaurant within a stown's throw from the original Lecca il Gelato in Stellenbosch. Since then, she's been a regular customer and enjoys the freshness and variety of flavours on offer.

**Q:** What's keeping you busy and energized at the moment?

**A:** Pasella takes up most of my time, but I really enjoy it.

**Q:** What's your first memory of ice cream?

**A:** A good old-fashioned 'draai roomys' at Blaauwberg Strand.

**Q:** When do you like to eat ice cream?

**A:** On a very warm day, or when I just feel like spoiling myself.

**Q:** What flavour of Lecca il Gelato do you like most?

**A:** Strawberry Yoghurt.

**Q:** What would you serve with Lecca il Gelato?

**A:** Pavlova nests with Vanilla Gelato and fruit.

**Q:** If you could dream-up any flavour of ice cream, what would that be?

**A:** Apple – I love anything in apple flavour! Like Lecca il Gelato's Green Apple Gelato.

**Q:** Who is your favourite Italian designer?

**A:** Roberto Cavalli.

**Q:** What are your favourite destinations in Italy?

**A:** Tuscany and Rome.

**Q:** Recently married, what flavour of Lecca il Gelato do you think perfectly compliments a romantic evening?

**A:** It all depends on the menu and setting, but I think Chocolate Gelato is always a winner.

**Q:** Having travelled the world, what do you like most about living in Stellenbosch?

**A:** The scenery, the arts, the culture and of course; having a Lecca il Gelato across the road from my restaurant.

### *Pavlova with Berries and Vanilla Gelato*

#### **Ingredients**

3 egg whites at room temperature  
2/3 cup superfine sugar  
1 tsp white vinegar  
1 tsp cornflour  
Assorted berries

#### **Method**

- Preheat the oven to 120°C.
- Put egg whites into a glass or metal bowl. Add vinegar. Beat till fluffy.
- Add sugar gradually and continue beating until stiff peaks form. This is when the beater holds a nice peak when you lift it from the egg whites. Do not overbeat.
- Separate the egg whites onto baking sheets lined with parchment paper. Shape them into nest-like shapes.
- Bake for 45 minutes watching to make sure that it does not brown too much. How dry it should be is a matter of taste.

**Decorate with berries on top and serve with Lecca il Gelato Vanilla Gelato.**



# A Feast of Flavours...

We are passionate about our gelato and the uniquely Italian way we produce it - everyday at every one of our outlets for every customer.

At Lecca il Gelato, we only use fresh, individually-selected ingredients from across the globe to bring our consumers a mouthwatering taste sensation. We add no preservatives, additives, vegetable fats or artificial colouring to our ice cream.

We believe in natural and authentic ingredients - whether it is fresh fruit from South Africa, pistachio nuts from Sicily, hazelnuts from Piemonte or rich coco beans from Brazil.

The soft, smooth and delicious texture of our daily produced ice cream is the result of gently balanced combinations of the best ingredients, together with fresh milk and cream.

We sell more than 70 flavours of ice cream and are constantly exploring new combinations of ingredients to offer our consumers a variety of choices to satisfy any taste bud at all of our outlets.

## Some of our flavours

### Cream Based

Vanilla Crunch	Stracciatella
Nocciola Hazelnuts	Yoghurt
Pistachio	Cinnamon

### Chocolate Based

Kiss	Cortina
Dark Chocolate	Capri
White Chocolate	Orange Chocolate

### Fresh Fruit

Lemon	Strawberry
Mango	Green Apple
Banana & Pear	Papaya

### Speciality

Champagne Ice Cream  
Wine Ice Cream (White & Red)  
Tomato & Vodka  
Campari & Orange



Lecca il Gelato products meet HALAL requirements in accordance with the Islamic Laws as approved by the Islamic Food Council of Europe.



# When in Rome...

Whether you're in the mood for a little antiquity or just some good old Italian hospitality, Rome is a must-see destination for any traveller and will in all likelihood leave you with a sense of awe. To tempt your travel buds, we have featured 6 not-to-be-missed sights and experiences below.



## 1 Take a step back in time

Get lost in the very streets where Julius Ceasar, Mark Anthony and Lucrezia Borgia once walked. Ancient Rome is a vast, almost unbroken archaeological park that cuts through the center of Rome with highlights such as the Roman Forum, Palatine Hill and Piazza del Campidoglio.



## 2 Wake the gladiator in you

One of the city's most popular tourist destinations, the Colosseum is one of the greatest works of Roman architecture and engineering. Capable of seating 50,000 spectators, it was used for gladiatorial contests and other public spectacles such as mock sea battles and animal hunts.



## 3 Catch a glimpse of the Pope

Hordes of people flock to the fabulous Vatican City on Wednesday mornings to join an audience with the Pope. It is a place of great cultural significance with buildings such as St. Peter's Basilica and the Sistine Chapel, which are home to some of the most famous art in the world.



## 4 Make a wish

World famous for the iconic scene in the movie *La Dolce Vita* with screen siren Anita Eckberg, the Trevi Fountain is a rococo extravaganza tucked away in a small piazza and is always surrounded by jostling crowds. Be sure to toss a coin in the fountain to make a wish and ensure a future return to Rome.



## 5 It's all in the flavour

Discover the romance of small neighbourhood trattorias that open onto forgotten squares set against towering monuments in soft tones of ambient light at night. Whether you opt for a classic pizza or traditional pasta, experience the authentic simplicity of Italian flavours perfected over time.



## 6 Shop till you drop

Italians are famous for their sense of fashion and style the world over. Be it Armani or Versace, you'll find all of the famous brands on, or close to, the Via dei Condotti. If you're not in the mood to spend top Dollar, then head for the Arsenale where you'll find some Bohemian chic or Le Tartarughe for some easy-to-wear clothes with a twist.

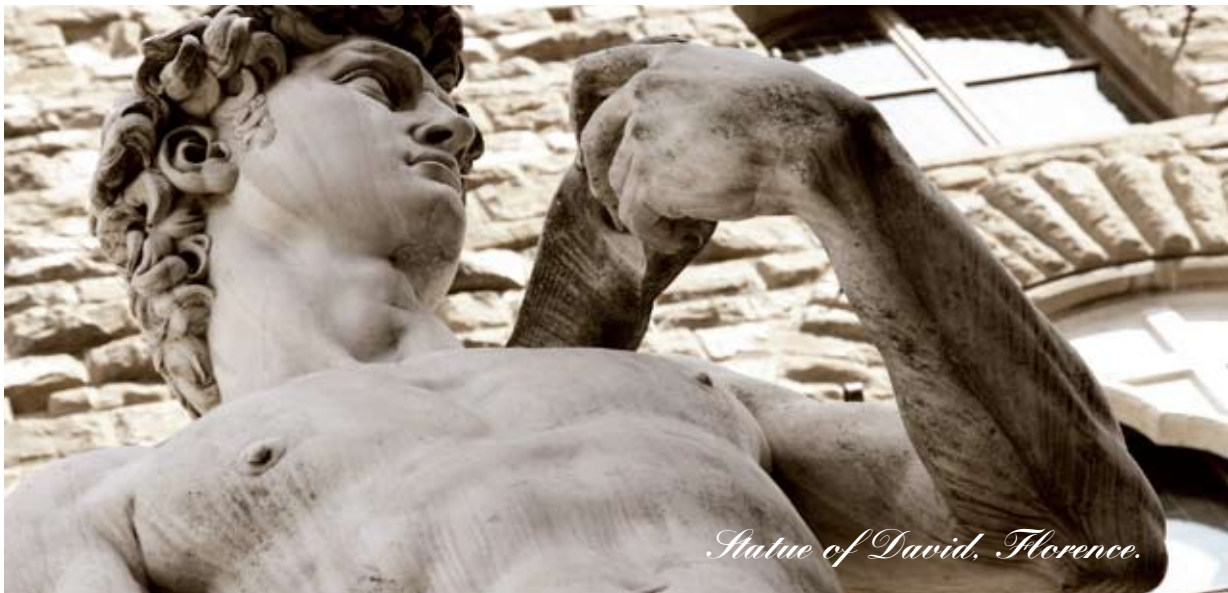
## Coffee Confidential

Italian coffee is an art form with many customs and traditions. Whether it's a caffè corretto thrown back like a shot, a cappuccino and brioche for breakfast, or a granita di caffè con panna to cool off from the hot midday sun, in Italy there is a coffee drink specific for every time and mood. (Source: [www.italian.about.com](http://www.italian.about.com))

caffè (espresso)	a small cup of very strong coffee, i.e., espresso
caffè corretto	coffee "corrected" with a shot of grappa, cognac, or other spirit
caffè doppio	double espresso
caffè freddo	iced coffee
caffè Hag	decaffeinated coffee
caffè latte	hot milk mixed with coffee and served in a glass for breakfast

caffè macchiato	espresso "stained" with a drop of steamed milk; small version of a cappuccino
caffè marocchino	espresso with a dash of hot milk and cacao powder
caffè stretto	espresso with less water; rocket fuel!
cappuccino	espresso infused with steamed milk and drunk in the morning, but never after lunch or dinner





*Statue of David, Florence.*

## Gelato has been popular in Europe for centuries.

Although there is some uncertainty as to where or who really invented gelato, it is popularly credited to Bernardo Buontalenti, a native of Florence, who delighted the court of Caterina dei Medici with his creation in the 16th century.

From that humble beginning more than 500 years ago, the art of traditional gelato making was passed on from generation to generation in Italy, who improved and perfected the recipes over time. In the 20th century, gelato makers began to emigrate, taking their know-how to other

parts of Europe and abroad. And, just as you can now enjoy real Italian gelato on the streets of New York, the masterful skill of Fabio Ficcronis, makes it possible for you to relish Lecca il Gelato here at the southern tip of the African continent.

Apart from Bernardo, Sicilian born Francesco Procopio dei Coltelli was undoubtedly one of the most influential individuals in the history of gelato, as he was the first to sell it to the public. Summoned to Paris in 1686, he opened a café named after himself called “Café Procope”, which quickly became one of the most celebrated haunts of the literary establishment in France.

*Treat yourself!*

Our gelato can be enjoyed on its own in a cone, in bowls, with a wafer biscuit or used in ice cream cakes (which we also produce), semifreddos (gelato cake), spumoni, cassate, Tartufo or as fruit-filled gelati candies.

**SCOOP SOME MORE WITH OUR NEW REWARD CARD! YOU'LL GET 1 FREE SCOOP FOR EVERY 10 SCOOPS OF LECCA IL GELATO.**

CARDS AVAILABLE AT OUTLETS.



*Sorbet*



*Gelato*

## You say Gelato, I say...

“Gelato” is the Italian word for “ice cream”. We specialize in the art of real Italian ice cream making, and our superior products should not be mistaken for normal soft serve.

Unlike other popular ice cream, gelato ingredients are not homogenised (i.e. the cream is not separated) and generally have less than 55% air, resulting in a denser and more flavourful product.

### What is Gelato?

Our dairy gelato is made with fresh milk, cream or soymilk that is combined with other high-quality products, and contains less butterfat than North American-style ice creams.

### What is Sorbet?

Our gelato that is made with water and without dairy ingredients is known as sorbet (or in Italian - sorbetto). Tantalising flavours include lemon, pear, mango and seasonal fruits.



# What they say

We have received many compliments over the years. Here are some that struck a chord with us:

— *∞* —  
**Best Ice-Cream in the world!**  
*Beth Corner*

— *∞* —  
**Perfect ending to a perfect evening!**  
**Love your ice cream.**  
*Rochélle Nataschid xxx*

**A little piece of heaven on earth!**  
*Miranda & Anzette*

**Always good to turn a frown into a smile. Love ya.**  
*Žoë (Australia)*

**Delicious - reminds me of Italy.**  
*Chantel & Werner*

**Delectable, Delicious, Divine, Dreamy...**  
*Barend & Sarah*

**Hmm... I've died and gone to ice cream heaven.**  
*Mia & Lilla*

**Lovely place, lovey ice cream.**  
*Elna de Wet*

**The best ice cream I've ever tasted.**  
*Tania*

**Thank you for bringing a little bit of Italy to us!**  
*Danila Naudé*

## *A Lecca near you...*

### STELLENBOSCH

Factory, Memory Lane 3	021 887 2600
15 Church Street	021 886 4694/5
Friendly Food Emporium (Mostertsdrift), Jonkershoek Rd	021 886 5931
Super Spar (Boord) Shop 10 Cnr Rokewood & Saffraan Ave	021 887 0027

### FRANSCHHOEK

Shop 4, Village Centre	021 876 2636
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### GREENPOINT

107 Main Road	021 439 7640
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### HERMANUS

Optimum Centre Nr.10, Ou Hoofweg, Onrus, Shop Nr.4, Fish Express	021 935 2240
Delis, 181 Main Road	021 313 2137

### HOUT BAY

Kitima Restaurant Kronendal Estate, 142 Main Road	021 790 8004
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### SOMERSET WEST

Heldervue Kwik Spar 4 Cynaroides Street	021 855 2678
The Triangle Mall	021 852 0875

### DURBANVILLE

Cobble Walk	083 269 6921
Shop 36, Willowbridge Carl Cronje Drive	021 914 5214

### PAARL

219 Main Road	021 872 9062
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### TABLE VIEW

Barista Blue Coffee Shop Blaauwberg Road, Horizon Bay	021 978 0486
Super Spar (Parklands) Piazza Centre, Cnr Main & Link Roads	021 556 4951

### SOUTHERN CAPE (Mossel Bay)

Factory	083 653 9391
Shop 4, Bayside Centre Cnr Bland & Church Streets	083 653 9391

### MAIN FACTORY & WAREHOUSE

Plankenburg, Stellenbosch	021 886 7610
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## *Franchising*

Building on our succes in the Western Cape, Lecca il Gelato is currently in the proces of expanding its reach within South Africa and looking for potential franchisees.

### *Interested?*

**You need to think about the following:**

What type of business am I interested in?

Do I have a genuine passion for the ice cream business?

Will I be totally committed to all aspects of the ice cream business?

Will the ice cream business allow me to utilize my existing skills and talents and be advantageous in gaining new skills?

Can I afford the franchise, keeping in mind that I should have working/ reserve capital?

For more information, please contact our Head Office.

## CONTACT US

For more information about Lecca il Gelato, please visit our user-friendly website and don't hesitate to give us a call.

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[www.leccailgelato.co.za](http://www.leccailgelato.co.za)