



Paciugo Press Information

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PRESS RESOURCES

PACIUGO® PRESS KIT

Facts at a Glance – 2008

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Corporate Name:	Paciugo Franchising, LP dba Paciugo
Web Site URLs:	www.paciugo.com
Pronunciation & Meaning:	Paciugo is pronounced “pah-CHOO-go”. Paciugo in an Italian dialect from Portofino’s area means ‘messy concoction’. We chose it because, in addition to the traditional recipes learned by apprenticing in Gelaterie in Italy, we are continuously inspired to create new exotic recipes by pairing the best fresh ingredients from all over the world.
Founded:	April 2000
Founders:	Paciugo was founded by Ugo Ginatta and his wife Cristiana. They have imported Italian ingredients, machinery and technique from their native Italy to duplicate the fourth-generation recipes from their home cities of Turin and Milan, respectively. Ugo’s son Vincent joined the company at the end of 2000 upon graduating in mechanical engineering.
Company Profile:	Since 2000, Paciugo’s retail stores have been over-delighting guests with a tremendous variety of high-quality gelato treats. The word ‘gelato’ in Italian means ‘ice cream’. The brand is renowned for its authentic, wholesome Italian gelato. Paciugo freshly prepares its gelato each morning before opening at each location, serving 30 to 38 flavors daily. Based upon fourth-generation Italian recipes, Paciugo has faithfully and authentically created over 200 flavors of gelato. Paciugo makes gelato in four base formats including (1) milk-based (only milk, no cream, no butter, nor margarine), (2) water-based (fat free and dairy free), (3) soy- based and (4) no sugar added made with Splenda. Real fruit and real, high quality ingredients.

**The Difference -
Gelato vs.
Ice Cream:**

Paciugo gelato is authentically made with the highest quality ingredients, including whole milk and real fruits. Nuts, nougat, candied fruit and several other ingredients utilized in Paciugo are imported from Italy and are among the finest in the world. Our Extra-brute Cocoa is imported from Belgium and doesn't contain any vegetable oils, only cocoa butter. There are no preservatives in Paciugo gelato. Since Paciugo recipes call for no cream or butter, the fat content is 3.5% (a little higher for flavors that contain cocoa and nuts), considerably less than ice cream, making Paciugo a more wholesome and nutritious product. The milk-based gelato is 50 to 70% lower in fat than premium ice creams, while the fruit-based product is fat free. In addition to Paciugo's authenticity and wholesomeness, it is also prepared freshly each morning before the day's guests arrive. This results in a richer taste and smoother texture versus conventional ice cream. Paciugo gelato is creamy and smooth, however it's not heavy and thick and doesn't coat your mouth with fat. It's not too sweet and doesn't leave an unpleasant aftertaste. Only a few recipes call for eggs, therefore Paciugo gelato is rich in flavor with a controlled-calorie content. Paciugo gelato is an authentic Italian product that not only tastes great but also has fewer calories than premium ice-cream.

Our Product:

30 to 38 flavors of freshly made gelato are offered in each store daily, derived from over 200 premium, third-generation Italian recipes. In addition to gelato, other Paciugo food products include frappés (milkshakes) and smoothies, Affogato al caffè (espresso poured over gelato) or al cioccolato (hot chocolate poured over gelato), Frizzante (gelato blended with sparkling San Pellegrino sodas and water), Coppa sundaes and coffee drinks, including Cappuccino con gelato (cappuccino flavored with gelato). Paciugo also utilizes three sizes of custom take-home containers called Festa Packs™ that allows the gelato to be transported intact for up to 45 minutes after leaving the retail location. Paciugo also offers a full line of coffee. More than forty years ago, Ugo Ginatta had a coffee plantation in Kenya and from his passion for coffee comes Paciugo Gran Miscela, a collection of full-bodied coffees developed with Allegro Coffee Company. All our coffees are 100% Arabica beans, fair trade and all natural and with a medium-dark roasting that pairs perfectly with the sweetness of our gelato.

Catering Details:

Paciugo has a separate catering department which provides gelato for parties and special occasions. Our mission is to meet and exceed our guests' expectations for a dessert addition. Each catering event calls for either our sleek modern Paciughina display case, or our charming canopied cart, which holds four flavors. E-mail catering@paciugo.com or visit our website for more information www.paciugo.com/catering

Store Locations: There are currently nine Paciugo retail locations in the greater Dallas area and a total of twenty-three locations in the United States plus two international locations in Mexico.

By the end of 2008, additional stores are expected to open in Texas, California, Illinois, Wisconsin, Kansas, Missouri, Colorado and Arizona.

Franchising: By popular demand, in 2001 we started developing a franchising model that we completed in August 2004. Given the enthusiasm for Paciugo, we believe this model of development could rapidly propel Paciugo into new markets. For more information e-mail franchising@paciugo.com or visit our website www.paciugo.com/franchising.

Employees: As of January 2008, Paciugo Corporate employs 30 full-time employees and 10 part-time employees.

Production Facilities: Paciugo Headquarters are located at 1215 Viceroy Drive in Dallas, TX. This facility is utilized to clean the fresh fruit and prepare the gelato ingredients that are transported to each individual retail location where the gelato is prepared fresh each morning prior to the opening of business. This facility also has designated areas for franchisees hands-on and classroom training.

Awards: *Franchise Times* "Fast 55" March 2008
Entrepreneur "Top 50 New Franchises for 2008" March 2008
WBPF Channel 25 ABC, *West Palm Beach* 2007 'Best Ice Cream Shop' in the Palm Beaches and the Treasure Coast
The Dallas Observer's 'Best Ice Cream' in Dallas for 2005
Town&Country's July 2004 issue: one of the seven "best places for a cool summer treat" in the nation
The Dallas Observer's 'Best Ice Cream' in Dallas for 2004
The Dallas Observer's 'Best of Dallas 2003, "Movers and Shakers"
The Dallas Observer's 'Best Ice Cream' in Dallas for 2002, as with its readers
Park Cities People's 'People's Choice Awards 2002' for 'Best Ice Cream'
Dallas Home & Garden Magazine's 'Best Sweet Treat for 2002'
DMagazine The Best of Big D: Annual Food and Wine Awards 2001
Dallas Morning News' '10 Best Restaurants of 2000'

What They Are Saying: "... makes delectable holiday flavors!" - *Dallas Morning News/Susan Taylor*

"... tantalizing ... adventurous ... sits lightly!" - *The Dallas Observer*

"... has all the tasty, cooling benefits of ice cream less the fat and with a fresher taste!" - *Where Dallas*

“... to die for!” – *Dallas Business Journal*

“... a schmear of black cherry swirl could bring peace to the Middle East!” – *Texas Living*

“Paciugo gelato will make your dream dessert come true!” – *D Magazine*

“This is an absolutely superior product!” – *Liener Temerlin (Temerlin McClain)*

“We bet liras to doughnuts these shops will be as ubiquitous as Starbucks.”

– *Dallas Home and Garden Magazine*

“... a luxurious Italian version of ice cream that is smoother and denser than the American standard!” – *The Dallas Morning News Guide*

“This place draws crowds all day long, but the line moves fast!” – *Avid Golfer*

“The obvious solution? Try a new *delizioso* flavor every day!” – *Texas Monthly*

“Everything was s-o-o-o good ... luxuriously creamy!” – *The Guide*

“Paciugo’s treats also offer weight-conscious consumers a lower-fat dessert alternative.” – *Entrepreneur*

“where people can linger without feeling pressured to order.”

– *Chain Leader*

“Even desserts are changing.” – *The Wall Street Journal*

The History of Gelato & PACIUGO®

Historical Perspective

Throughout history, humans have tried to create the coldest and most refreshing desserts in our warm seasons, simply by using water, fruit and, if possible, ice or snow. There are many differing stories and beliefs about how and where gelato and ice cream originated.

- There is evidence that the Emperors of China indulged in frozen delights made from snow and ice flavored with fruit, wine and honey, over 3000 years ago. King Tang of Shang is believed to have had over 90 'icemen' whose jobs were to create frozen desserts made of fermented buffalo and goat milk mixed with rice. The first frozen dairy dessert maybe?
- During the Roman Empire, in the winter the snow was stuffed in deep cellars and during the summer mixed with honey to form a sweet refreshing treat. Also spices would be added, leaves and fruit, creating an early version of gelato.
- Marco Polo, the Italian explorer, discovered flavored ices on his travels to the East and introduced it back to Europe where it was instantly popular with wealthy society.
- Charles I of England claimed it was actually he who invented ice cream. During his English reign, his cook was sworn to secrecy and would not divulge the recipe until the death of Charles.
- Modern gelato was created in Italy by Bernardo Buontalenti for the de' Medici of Florence in 1565. After becoming queen of France, Caterina de' Medici summoned Buontalenti to introduce the unique Italian delicacy to the French court. Gelato has been a formidable success ever since.

Italian Gelato

Italy has long been considered as the country of choice when it comes to food. Italians pride themselves on the simplicity and freshness of all their foods, and gelato is no exception. It's a country famous for having perfected over the centuries thousands of unforgettable recipes, made with simple, high quality ingredients.

We are very proud of our recipes and techniques and we keep working tirelessly on perfecting the quality of our food. European Union recognized Italian peculiarity about ingredients, recipes and food by regulating DOP, DOC and IGP standards according to regional ingredients, processes and techniques.

Italy is the home country of “Slow Food”, a movement that wants to preserve and defend culinary traditions and hand-made, high quality foods.

Paciugo has been selected by Slow Food Dallas Convivium as one of the delegates to Terra Madre. The international Slow Food conference "Terra Madre: World Meeting of Food Communities" Oct. 20-23, 2004, is a forum for those who seek to grow, raise, catch, create, distribute and promote food in ways that respect the environment, defend human dignity, and protect the health of consumers. More information at www.slowfoodusa.org and www.terramadre2004.org.

In Tuscany, modern gelato was originally made with milk, eggs, sugar, cream and natural flavors. In Sicily, because of the hot weather, gelato was meant to be very refreshing and was made with water, fresh fruit and sugar. This gelato without milk is called 'Sorbetto'.

As the years passed, recipes have changed and been refined and new machines are now used that allow a smoother consistency by quickening the freezing process. We Italians are very passionate about our gelati and sorbetti that we enjoy during unforgettable Italian summer evenings.

The Ginattas

Fast forward to the year 2000, when Ugo Ginatta, his wife Cristiana and his son Vincenzo arrived in Dallas. Inspired by their love and understanding of authentic Italian cuisine, the Ginatta family wanted to bring the real and refreshing Italian gelato experience to the U.S., where the ice cream industry was dominated by trendy, heavy, cream-based products. Their plan was simply to provide an authentic Italian experience based on the wonderful taste of Italian ice cream, known ubiquitously throughout Italy as *gelato* (the word *gelato* in Italian means ice-cream).

On April 5th, 2000, Paciugo was incorporated as Dallas' first and only Italian gelato company. September 9, 2005 the first Paciugo *gelateria* opened near the corner of West Lovers Lane and Inwood Road. Paciugo began by offering over 80 traditional Italian gelato flavors, made with natural and fresh ingredients. Word spread quickly around the Dallas Metroplex that not only was authentic Paciugo gelato incredibly delicious, but it also represented a lighter alternative to standard ice cream fare.

Ugo and Cristiana worked tirelessly to create new authentic American flavors of gelato to their following and today offer over 200 flavors of Paciugo gelato! The variations include a 'no-sugar-added' product and a spectacular soy-based product, in addition to their traditional milk-based and water-based flavors.

The response among the legions of *Paciugo'ites* was so incredible, that *The Dallas Observer* selected Paciugo as the 'Best Ice Cream' in Dallas for the year 2002, 2003, 2004 & 2005. The clean sweep of this award noted that Paciugo was “tantalizing”, “adventurous” and “sits lightly”.

Paciugo has introduced multiple stores to the Dallas Metroplex to satisfy demand. Today, Paciugo has thirty-five locations in the United States and three locations in Mexico, offering a unique Italian experience, each rotating over 200 flavors of gelato over the course of the year.

Just as Starbucks revolutionized and expanded the coffee category; Paciugo feels strongly that its concept could do the same in the cold dessert/ice cream category. Paciugo could indeed be the first entity to introduce many more Americans to this Italian delicacy. International expansion will be part of the growth.

UGO'S PACIUGO BAR (for home use)

Ugo Ginatta has produced some amazing fine liquor and spirits gelato combinations that are delicious for home use. Though Paciugo does not serve these in the stores, customers can take home the gelato in our imported take-home coolers and then serve their Paciugo gelato with the following spirits for an amazing after-dinner experience while entertaining.

Paciugo also has introduced a set of stainless steel gelato serving ware that includes (i) an authentic Italian egg-shaped gelato scoop, (b) four elegant serving dishes, (c) four elegant serving plates which sit under the dishes and (d) four classically shaped square pointed gelato spoons.

PACIUGO MILK- BASED GELATO & LIQUOR COMBINATIONS

- Vanilla and Scotch Whisky or Bourbon
- Chocolate and Cognac
- Coconut and Bacardi® Rum
- Coffee and Kahlua
- Chocolate and Grand Marnier® or Cointreau®
- Cookies 'n Milk and Disaronno® Amaretto
- Fiordilatte and Crème de Menthe
- Caramel and Crème de Cacao
- Lemon Custard and Grand Marnier®
- Pannacotta & Scotch Whisky
- Fiordilatte-Chocolate Swirl & Baileys®
- Pannacotta and Godiva® liqueur

PACIUGO WATER- BASED GELATO & LIQUOR COMBINATIONS

- Pear & Pear Williams Aquavit
- Orange and Cointreau®
- Pineapple-Orange and Bacardi® Rum
- Green Apple and Calvados
- Peach and Champagne (Bellini)
- Lemon and Vodka
- Orange and Grand Marnier®
- Pineapple and Gin
- Strawberry and Port wine
- Pink Grapefruit & Champagne
- Lime & Tequila (makes a fabulous Margarita!)
- Raspberry & Vodka
- Wild berries and Champagne