



## Wholesale Pricelist

Here at Equi's, we've been serving up the finest ice cream for more than 90 years, thanks to our proud Scots-Italian heritage, or as we say, "Di Origine Italiana".

As a family run firm, our recipes have been passed down through four generations, making our delicious desserts famous among ice cream aficionados everywhere. Our artisan principles remain as important to us now as they were in 1922 when Pietro Equi first opened his cafe at Peacock Cross.

We pride ourselves on our innovative, quirky and natural flavours. We're the nation's premier ice cream as we only use fresh milk and double cream from local dairy farms (so local we can see the cows from our window) complemented by the highest quality ingredients from around the world.



# Ice Cream Flavours

We pride ourselves on our innovative and quirky flavours which are made using only the freshest Scottish milk and double cream and the finest ingredients. Our ice cream is sold in Napoli packs which are designed to sit in the stainless steel containers found in standard scooping cabinets. They contain approx 4 litres, which amounts to about 60 small or 38 large scoops.



## Double Cream Vanilla

Our multi-award winning Double Cream Vanilla ice cream is made with lashings of milk and double cream from local dairy farms and a hint of Madagascar Bourbon Vanilla.

★ 🏆 🥇 GFI, V

Napoli Pack



## Belgian Chocolate

A true indulgence made with only the finest dark Belgian chocolate and Scottish double cream.

★ 🥇 GFI, V

Napoli Pack



## Strawberry Fruit

Combining our deliciously smooth and creamy strawberry ice cream with a rich fruity ripple.

★ 🥇 GFI, V

Napoli Pack



## Chip Off The Old Mint Choc

Delicious Belgian chocolate chips folded into our refreshing and creamy mint ice cream.

★ GFI, V

Napoli Pack



## Raspberry Ripple

Classic Raspberry Ripple features a rich raspberry puree artfully swirled through a creamy base.

★ GFI, V

Napoli Pack



## Toffee Fudge

Sweet caramel ice cream laced with clotted cream fudge pieces from our favourite Cornish farmhouse producer.

★ GFI, V

Napoli Pack

★ **BESTSELLER**

🏆 **GREAT TASTE AWARD WINNER**

🥇 **RHS GOLD MEDAL WINNER**

GFI **GLUTEN FREE INGREDIENTS**

V **VEGETARIAN**

N **CONTAINS NUTS**

All prices subject to change. Updated August 2016. E&OE.  
All products are subject to VAT at the standard rate where applicable.

# Ice Cream Flavours



## Sophie's Crunch

Double Cream ice cream with pieces of crunchy honeycomb. Created to celebrate the birth of Sophie Equi and 25 years later it's still an Equi family favourite!

★ GFI,V

Napoli Pack



## Turkish Delight

Rose water ice cream with hand cut turkish delight pieces.

★ GFI,V

Napoli Pack



## Dime Bar Crunch

Double Cream ice cream with pieces of broken Dime bar throughout.

★ GFI,V,N

Napoli Pack



## Iron Brew Ice Cream

Scotland's favourite soft drink crafted into a creamy ice cream.

★ GFI,V

Napoli Pack



## Scottish Tablet

Traditionally Scottish with an Italian twist. Chunks of locally produced butter tablet from our favourite artisan producer mixed into a creamy panna cotta ice cream.

★ GFI,V

Napoli Pack



## Pistachio Pistachio

Made with 100% pure Sicilian pistachios – the gourmet's choice.

GFI,V,N

Napoli Pack



## Rum & Raisin

Spiced rum and raisin ice cream with rum soaked raisins.

GFI,V

Napoli Pack



## Cafe Macchiato

Espresso infused ice cream with a coffee sauce for that added kick – we are proud to use Kimbo coffee, Italy's favourite

GFI,V

Napoli Pack

★ **BESTSELLER**

🏆 **GREAT TASTE AWARD WINNER**

🏅 **RHS GOLD MEDAL WINNER**

GFI **GLUTEN FREE INGREDIENTS**

V **VEGETARIAN**

N **CONTAINS NUTS**

All prices subject to change. Updated August 2016. E&OE.  
All products are subject to VAT at the standard rate where applicable.

# Ice Cream Flavours



## Nutty Double Caramel

A luxury caramel ice cream with gooey caramel swirled through and topped caramelised pecans, hazelnuts and peanuts.

GFI,V,N

Napoli Pack



## Hey Macaroon

Our delicious coconut ice cream with Scottish artisan macaroon pieces throughout.

V

Napoli Pack



## Caramel Shortcake

Caramel ice cream with a toffee-caramel sauce which is laced with caramel shortcake pieces from Kerr's Bakery in Motherwell.

V

Napoli Pack



## Raspberry Cranachan

Our version of the traditional Scottish dessert with locally sourced double cream, Scottish raspberries mixed in with a delicious oaty crunch with just a dash of malt whisky.

V

Napoli Pack



## Isle of Skye Sea Salt & Caramel

A sweet and salty delight using Isle of Skye Sea Salt to create a salted caramel ice cream with a salted caramel ripple.

GFI,V

Napoli Pack



## Banana Drama

Our banana ice cream is made using beautifully ripe bananas.

GFI,V

Napoli Pack



## Cherry Mania

Classic Italian combination of cherries & crunchy chocolate with a hint of almond.

V,N

Napoli Pack



## Mango Tango

Creamy Mango ice cream swirled with a fruity, mango ripple.

V

Napoli Pack

GFI **GLUTEN FREE INGREDIENTS**

V **VEGETARIAN**

N **CONTAINS NUTS**

*All prices subject to change. Updated August 2016. E&OE.  
All products are subject to VAT at the standard rate where applicable.*

# Ice Cream Flavours



## Strawberries & Cream

Our Double Cream ice cream with a strawberry compote sauce and topped with strawberry pieces.

GFI

Napoli Pack



## Tender Coconut

Tender Coconut ice cream with coconut flakes throughout.

GFI,V

Napoli Pack



## Mango & Raspberry

Our fruity mango ice cream swirled with a rich raspberry ripple.

GFI,V

Napoli Pack



## Banana & Caramel

Banana ice cream made using beautifully ripe bananas and swirled with a rich caramel sauce.

GFI,V

Napoli Pack



## Blue Bubble Gum

*(Halal also available)*

A sweet bubblegum flavoured ice cream topped with mini marshmallows.

GFI

Napoli Pack



## Chocolate Nemesis

With our Belgian Chocolate ice cream, Belgian chocolate chips and mini marshmallows, our Chocolate Nemesis is a chocolate lover's dream!

Napoli Pack



## Cookie Monster

Broken Maryland cookies and Oreo pieces blended into a delicious cookie dough ice cream.

V

Napoli Pack



## Ferrero Rocher

Our ice cream version mixes a hazelnut ice cream with a thick chocolate hazelnut sauce and crispy wafer pieces folded through.

GFI,V,N

Napoli Pack

GFI **GLUTEN FREE INGREDIENTS**

V **VEGETARIAN**

N **CONTAINS NUTS**

All prices subject to change. Updated August 2016. E&OE.  
All products are subject to VAT at the standard rate where applicable.

# Ice Cream Flavours



## Flakey Caramel

Double Cream ice cream layered with Cadbury's Flake pieces and swirled with a sweet caramel ripple throughout.

GFI,V

Napoli Pack



## Jelly Bear

A deliciously fruity ice cream ice cream with multicoloured tutti frutti strands.

GFI

Napoli Pack



## Kinder Bueno

Luxury white chocolate ice cream with a chocolate hazelnut ripple.

GFI,V,N

Napoli Pack



## Malt Teaser

With a biscuity flavoured ice cream and malteaser pieces throughout, our Malt Teaser ice cream is the lighter way to enjoy chocolate... I mean ice cream.

V

Napoli Pack



## Mars Attacks

Chocolate and caramel ice cream rippled with milk chocolate and toffee sauce.

GFI,V

Napoli Pack



## Nutella

Our smooth and creamy 100% piedmont hazelnut ice cream with a rich chocolate hazelnut ripple.

GFI,V,N

Napoli Pack



## Oreo Cookies & Cream

Pieces of crunchy Oreo Cookie mixed with our double ceam ice cream.

V

Napoli Pack



## Rolo

Deliciously smooth chocolate cream ice cream with our luxury caramel sauce.

GFI,V

Napoli Pack

GFI **GLUTEN FREE INGREDIENTS**

V **VEGETARIAN**

N **CONTAINS NUTS**

All prices subject to change. Updated August 2016. E&OE.  
All products are subject to VAT at the standard rate where applicable.

# Ice Cream Flavours



## Strictly Snickers

Peanut ice cream rippled with both toffee sauce and a chocolate and peanut sauce.

V,N

Napoli Pack



## Toffee Crisp

Our caramel ice cream rippled with our sticky toffee sauce and rice krispies.

V

Napoli Pack



## Twix Extra

Caramel and biscuit ice cream rippled toffee and chocolate stacciatella and topped with biscuit crumble for added crunch.

V

Napoli Pack



## White Chocolate & Raspberry Cheesecake

Creamy white chocolate and cheesecake ice cream with a raspberry compote sauce and topped with biscuit crumble.

V

Napoli Pack



## Strawberry Cheesecake

Creamy cheesecake ice cream rippled with a strawberry compote sauce and biscuit crumble.

V

Napoli Pack

GFI **GLUTEN FREE INGREDIENTS**

V **VEGETARIAN**

N **CONTAINS NUTS**

*All prices subject to change. Updated August 2016. E&OE.  
All products are subject to VAT at the standard rate where applicable.*

# Sorbet Flavours



## Iron Brew Sorbet

Scotland's favourite soft drink crafted into a light sorbet.

V

Napoli Pack



## Lemon Sorbet

Fat free tart lemon sorbet made with fresh lemon juice.

V

Napoli Pack



## Mango Sorbet

Sweet mango fat-free sorbet.

V

Napoli Pack



## Orange Sorbet

Tangy orange fat-free sorbet.

V

Napoli Pack



## Scottish Raspberry Sorbet

With loads of fresh Scottish raspberries and just a dash of lemon juice, our Raspberry Sorbet makes the perfect refreshing treat.

V

Napoli Pack

V VEGAN

*All prices subject to change. Updated August 2016. E&OE.  
All products are subject to VAT at the standard rate where applicable.*

### ALLERGY WARNING

We handle nuts in our factory and although we take great care and adhere to the strictest hygiene regulations we are unable to guarantee that our ice cream is free from all traces of nuts. For full allergen list please contact [wholesale@equi-icecream.co.uk](mailto:wholesale@equi-icecream.co.uk)



# Cones & Packaging

## Wafers & Cones

Equi Wafer Discs (x1000)  
San Remo Fan Wafers (x200)  
Rossini Chocolate Curl Wafers (x280)  
Little Bear Wafers (x200)  
Nougat Wafers (x60)  
Superfine Wafers (x650)  
Waffle Baskets (x60)  
Chocolate Waffle Baskets (x62)  
Teddy Tops (x175)  
Large Flare Top Superfine Cones (x360)  
Twin Top Superfine Cones (x189)  
Waffle Cones Large (x128)  
Waffle Cones Tall (x200)  
Chocolate Waffle Cones Tall (x168)

## Packaging

Equi's 10mg 2 Scoop Tub (x100)  
Equi's 10mg 2 Scoop Lid Only  
(Flat/Domed) (x100)

*Buy a box (x1400) of 1 scoop tubs or lids  
and earn a 15% discount*

Equi's M3 3 Scoop Tub 250ml (x160)  
Equi's M3 3 Scoop Lid Only  
(Flat/Domed) (x64)

*Buy a box (x960) of 3 scoop tubs or lids  
and earn a 15% discount*

W550 5 Scoop Tub with lid (x25)

1000ml Tub With Lid (x1)

Equi's Milkshake Cups With Lids (x100)  
Milkshake Spoonstraws (x200)

Printed Equi's Bags (x500)  
Plastic Equi's Spoons (1kg)  
Printed Equi's Cone Napkins (x2000)  
Cone Holders  
Cone Dispensers  
Ice Cream Scoops (size 20 or 30)  
Spoon Holders

*All prices subject to change. Updated August 2016. E&OE.  
All products are subject to VAT at the standard rate where applicable.*

*We have lots of other ice cream related products – if there's anything  
you fancy just give us a call to see what we can do.*



# Topping Tubs

Available in smaller sizes for use in cabinet decoration

## 500ml Tubs

Biscuit Crumble (280g)  
Butter Tablet (350g)  
Chocolate Chips (430g)  
Fudge Pieces (400g)  
Caramel Shortcake (250g)  
Turkish Delight (430g)  
Fruit Salad Crunch (455g)

## Topping Bags

Oreo Cookies (400g)  
Amaretti Biscuits (100g)  
Fudge Pieces (5kg)  
Mini Marshmallows (White) (1kg)  
Hazelnuts Roasted Nibbed (1kg)

## Topping Boxes

Macaroon Box (3.2kg)  
Butter Tablet Box (2.75kg)  
Mini Meringue Tub  
Mini Snowballs Tub (200g)  
'99' Flakes (x144)  
Flakes Standard Size (x48)

## Miscellaneous Toppings

Fabbri Amarena Cherries (3.2kg)  
Cocktail Cherries with Stalks (470g Jar)  
2L Tub – Honeycomb (1.2kg)  
Hot Chocolate Fudge Sauce (1kg)  
Callebaut Chocolate Blossom (1kg)  
*Available in milk, white and dark chocolate*

## Premium Sauces

**Mec 3 Quella**  
White Chocolate  
Nutella  
Caramel  
Pistachio  
Dark Chocolate

*Quella dispenser pump sold seperately*

## Luxury Sauces

**Fabbri**  
Chocolate (950g)  
Dulce de Leche (950g)  
Raspberry (950g)  
Strawberry (950g)  
Kiwi (950g)  
Lemoncello (950g)  
Mango (950g)  
Mint (950g)  
NEW Orange (950g)

## Nic

Chocolate (1.245kg)  
Raspberry (1.15kg)  
Strawberry (1.15kg)  
Toffee (1.2kg)  
NEW White Chocolate (1.095kg)

*All prices subject to change. Updated August 2016. E&OE.  
All products are subject to VAT at the standard rate where applicable.*

*We have lots of other ice cream related products – if there's anything  
you fancy just give us a call to see what we can do.*



## Single Scoop Tubs

(120ml) with spoon

Perfect for retail outlets, cafes and entertainment venues. Available in our top selling flavours.

- Chip off the old Mint Choc (x24)
- Belgian Chocolate (x24)
- Double Cream Vanilla (x24)
- Strawberry Fruit (x24)

## 500ml Tubs

Our 500ml tubs are perfect for sharing and are available in all of our top selling flavours.

- Double Cream Vanilla (x6)
- Raspberry Cranachan (x6)
- Nutty Double Caramel (x6)
- Isle of Skye Sea Salt and Caramel (x6)
- Scottish Tablet (x6)
- Strawberry Fruit (x6)
- Chip Off The Old Mint Choc (x6)

## 1 & 2L Tubs

Offering the best value for money, our 1 & 2L tubs are available in all of our top selling flavours.

- Double Cream Vanilla (1L)
- Chip Off the Old Mint Choc (1L)
- Belgian Chocolate (1L)
- Strawberry Fruit (1L)
- Raspberry Ripple (1L)

- Double Cream Vanilla (2L)
- Chip Off The Old Mint Choc (2L)
- Belgian Chocolate (2L)
- Strawberry Fruit (2L)
- Toffee Fudge (2L)
- Lemon Sorbet (2L)

*All prices subject to change. Updated June August. E&OE.  
All products are subject to VAT at the standard rate where applicable.*



# Point Of Sale

Equi's Ice Cream is able to provide quality point of sale material to all new & existing customers including flavour labels, branded flags, pavement signs, personalised display menus, window stickers and bunting. Many of these products now come with free stock deals, give our sales team a call to discuss.



# Our Values



## Values

At Equi's we're proud to offer an unbeatable wholesale service for your award winning ice cream. We'd love to make you part of our family! We're here to offer support and advice at every step of the way and we have options to suit all customers. We sell our ice cream in the form of 4.5L napoli tubs for scooping cabinets; prepacked single scoops, 500ml and 1L for retail and space saving 2L tubs for restaurants and cafes.

## Quality

We only use the freshest, locally sourced milk and double cream – and plenty of it! And unlike other folk, we don't pump our ice cream full of air, cheap vegetable fat or unnecessary artificial additives. The only things our award winning products are full of is unrivalled excellence and flavour.

## Experience

We've been selling ice cream since 1922, so I think we can safely say that we have a lot of experience! As retail experts ourselves, we can offer advice on retail displays, branding and marketing. And if you need a hand creating dessert and sundae menus, we're more than happy to help.

## Innovation

We love trying new flavours and that's why we offer more new products than anyone else. We're known for our quirky, innovative flavours and we're not afraid to experiment. Do you have an idea for a flavour? Let us know!

# Training



## Training

If you're new to ice cream retail, or if you're looking to brush up on your technique, our training programme is here to help. Our team of trainers will have you styling, scooping and sundae making like a pro!

## The Basics

Scooping isn't as easy as it looks! Our team will be able to teach you the right technique and best practice for portion control. We also can offer advice on how to keep your cabinets in tip top condition.

## Display

Ever wondered how a typical Italian Gelateria get their ice cream displays looking so spectacular? We can show you!

## Sundaes

We can help you create the perfect sundae menu for your establishment – we'll talk to you about the best flavour combinations and we can even design it for you!

## Social Media

There's a lot more to social media than just posting pictures! Our in-house marketing specialist can offer advice on which networks will be the most beneficial for your business. We can advise on content strategy, social media advertising, analytics and how to ensure your customers are engaging with your content.



**Peter Equi & Sons Ltd**  
9-11 Burnbank Road, Hamilton, Lanarkshire ML3 9AA  
tel: 01698 282 494  
web: [equisicecream.com](http://equisicecream.com)