



Equis'
Ice Cream

WHOLESALE PRICELIST



2019/20



Our story starts in 1914, with our great grandfather Pietro Equi. Aged just 15, he came to Scotland to seek his fortune and found his calling selling the incredible gelato he missed from back home. Four generations later, our ice cream still begins with Pietro's original ideas. But today we also add a few speciality ingredients, carefully chosen from around the world, to create the exquisitely irresistible treats we've become famous for.

Our ice cream won its first award in 1935 and has since earned the seal of approval from some of the world's most discerning taste buds. But don't just take their word for it — grab a scoop of our award-winning ice cream for yourself!



OUR VALUES



Values

At Equi's we're proud to offer an unbeatable wholesale service for your award winning ice cream. 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; pre-packed single scoops, 500ml and 1L for retail and space saving 2L tubs for restaurants and cafés.

Quality

We only use the freshest, locally sourced milk and double cream – and plenty of it! We don't pump our ice cream full of air, cheap vegetable fat or unnecessary artificial additives. We make sure every batch of Equi's ice cream meets the same exacting standards; because we want our customers to taste the best of Equi's in every mouthful.

Experience

We've been selling ice cream since 1922. We're proud of our heritage and stay true to our family tradition, using our encyclopedic understanding of ice cream to grow our business. As retail experts ourselves, we can offer advice on retail displays, branding and marketing. We're also available to help create bespoke dessert and sundae menus.

Innovation

We take inspiration from the boundless possibilities of ice cream, championing modern twists on traditional flavours and embracing quirky new takes on the ice cream experience. We're known for our quirky, innovative flavours and we're not afraid to experiment.



Our exquisitely irresistible ice cream starts with fresh milk and cream from Scottish farms and ends with some of the best flavours in the world. Artisan sea salt from the Isle of Skye? Check. Pistachios from Sicily? Check. Tablet from just up the road? Check!

Our ice cream is sold in Napoli packs which are designed to sit in stainless steel containers found in standard scooping cabinets. They contain 4.5 litres, which amounts to about 45 regular or 30 large scoops.

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Exquisitely
Irresistible
Ice cream

ICE CREAM NAPOLI PACKS



Double Cream Vanilla

A Great Taste award-winning duo of fresh double cream and natural bourbon vanilla from Madagascar. Simple. Classic. Delicious.



Strawberry Ripple

Smooth, creamy strawberry ice cream swirled with refreshing Scottish strawberry compote from Castleton Farm, near Stonehaven.



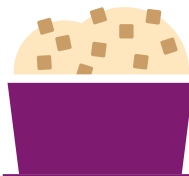
Belgian Chocolate

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



Chip off the Old Mint Choc

Delicious Belgian chocolate chips folded into our refreshing and creamy mint ice cream – two flavours that are mint to be. Classic. Delicious.



Toffee Fudge

Sweet toffee ice cream loaded with clotted cream fudge pieces from our favourite producer.



Raspberry Ripple

Classic Raspberry Ripple features a fruity raspberry puree swirled through double cream ice cream. ICA Gold Medal Winner 2018.



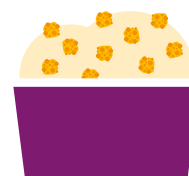
Oreo Cookies & Cream

Pieces of crunchy Oreo Cookies layered through our double cream ice cream.



Daroma Violet

Blackberry flavoured childhood nostalgia, yet strangely sophisticated too.



Honeycomb Crunch

Double Cream ice cream with pieces of crunchy honeycomb. Formerly known as Sophie's Crunch.



ICE CREAM NAPOLI PACKS



Vanilla 98

Madagascan vanilla ice cream with 30% less calories than our original recipe, but still made with fresh milk & double cream. RHS Gold medal Winner 2019.



Vegan Strawberry

Our new natural Vegan strawberry ice cream is scrumptious, dreamy and even better, it's Vegan Society approved.



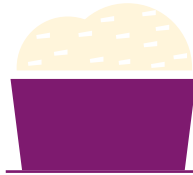
Caramel Shortcake

Caramel ice cream with a rich caramel sauce, which is layered with caramel shortcake pieces from Kerr's Bakery in Motherwell.



Banana Drama

Our banana ice cream is made using beautifully ripe bananas.



Tender Coconut

Tender Coconut ice cream with coconut flakes throughout.



Banana & Caramel

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



Iron Brew

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



Pink Bubblegum

Sweet Pink Bubblegum ice cream which is also suitable for vegetarians.



Blue Bubblegum

A sweet bubblegum flavoured ice cream layered with mini marshmallows.

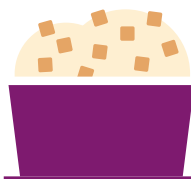


ICE CREAM NAPOLI PACKS



Smartly Pants

Milk chocolate beans swirled through our award winning double cream vanilla ice cream.



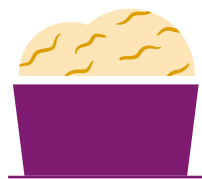
Scottish Tablet

Sophisticated and smooth panna cotta ice cream packed with childhood nostalgia (otherwise known as crumbly, buttery tablet pieces).



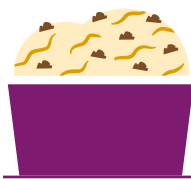
Malt Teaser

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



Isle of Skye Sea Salt & Caramel

Goopy caramel meets Isle of Skye Sea Salt, in our artisan salted caramel ice cream.



Flakey Caramel

Double Cream ice cream layered with Chocolate Flakey pieces and swirled with a rich caramel sauce.



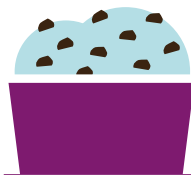
Biscoff Crunch

The popular spicy cookie treat in ice cream form – an instant classic!



Rolo

Deliciously smooth chocolate ice cream with our rich caramel sauce.



Cookie Monster

A quirky combination of Digestive cookies, Oreo Cookies and Belgian Chocolate Chips blended into a delicious cookie dough ice cream.

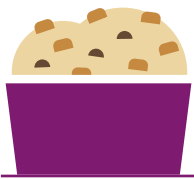


Kinder Bueno

Luxury white chocolate ice cream with a chocolate hazelnut ripple.

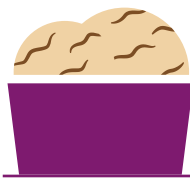


ICE CREAM NAPOLI PACKS



Choc Chip Cookie Dough

Dunk right into our cookie dough ice cream with chewy cookie dough chunks and extra choccy-chips. Great Taste Award Winner 2017.



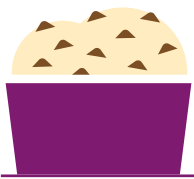
Nutella

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



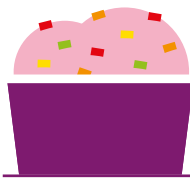
Bounty Coconut

Coconut ice cream with a milk chocolate luxury ripple -am I in paradise?



Dime Bar Crunch

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



Tutti Frutti Crunch

A deliciously fruity ice cream with multicoloured tutti frutti crunch. *Formerly known as Jelly Bear.*



Strawberries & Cream

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



White Chocolate Chip

White Belgian Chocolate chips folded through a rich white chocolate ice cream.



Coffee Mallow

Espresso infused ice cream layered with marshmallows.



Chocolate Fudge Brownie

Rich Belgian chocolate ice cream swirled with squishy chocolate brownie chunks. You'll go loco for this cocoa – that's our brownie promise.

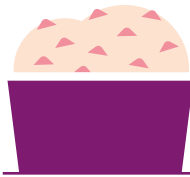


ICE CREAM NAPOLI PACKS



Ferrero Rocher

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



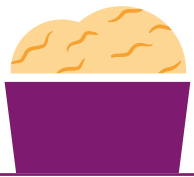
Turkish Delight

Rose water ice cream with hand cut turkish delight pieces.



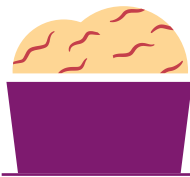
Cherry Mania

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



Mango

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



Mango & Raspberry

Our creamy mango ice cream swirled with a fruity raspberry puree.



After Eight

Our deliciously creamy mint ice cream layered with a rich dark chocolate sauce. An indulgent minty treat.



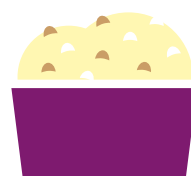
Peanut Butter Cup

Peanut Butter ice cream swirled with milk chocolate.



Rhubarb & Custard

Your favourite childhood sweet! Think creamy custard ice cream with a tart rhubarb ripple.

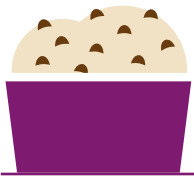


Lemon Meringue

Tangy lemon, Biscotti & mini meringues – a modern take on a classic combination.



ICE CREAM NAPOLI PACKS



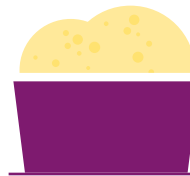
Rum & Raisin

Spiced rum and raisin ice cream with rum soaked raisins. RHS Gold Medal Winner 2017.



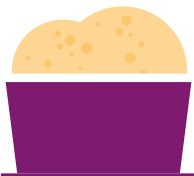
Distachio Distachio

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



Lemon Sorbet

Zesty and refreshing Lemon Sorbet.



Mango Sorbet

Juicy mango sorbet made using our unique technique to make it deliciously smooth – 3 Star Great Taste Award Winner 2017.



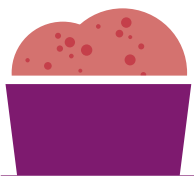
Equi's Premium Sorbet Range.

Our brand new selection of high end sorbets with real fresh fruit and fruit purées. Truly for the Sorbet Aficionado .

These premium sorbets are hand made in small batches, proudly all natural and also suitable for vegans and those who wish to avoid dairy ingredients.

Fun fact:

ALL OUR SORBETS ARE VIRTUALLY FAT FREE!



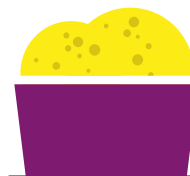
Premium Scottish Raspberry Sorbet

Loads of Fresh Scottish Raspberries from Castleton Farm - new improved recipe.



Premium Passion Fruit Sorbet

Super luxury passion fruit dairy free delight – has to be tasted to be believed.



Premium Pineapple Sorbet

Super luxury pineapple dairy free concoction - one for the sorbet connoisseur





PRE-PACKED ICE CREAM

Retail Impulse Tubs

(120ml/100ml) with spoon

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

Vanilla g8 (Reduced Calorie) (X24 100ml)

Double Cream Vanilla (X24)

Chip off the old Mint Choc (X24)

Belgian Chocolate (X24)

Strawberry Ripple (X24)

Choc Chip Cookie Dough (X24)

Scottish Tablet (X24)

Isle of Skye Sea Salt & Caramel (X24)

Vegan Strictly Strawberry (X24)

Retail Take Home Tubs

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

Double Cream Vanilla (x6)

Isle of Skye Sea Salt and Caramel (x6)

Scottish Tablet (x6)

Choc Chip Cookie Dough (x6)

Foodservices Tubs

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

1 Litre

Double Cream Vanilla

Chip Off the Old Mint Choc

Belgian Chocolate

Strawberry Ripple

Raspberry Ripple

2 Litre

Double Cream Vanilla

Chip Off The Old Mint Choc

Belgian Chocolate

Strawberry Ripple

Toffee Fudge

Lemon Sorbet

Vegan Strawberry





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)
Ice Wafers (x650)
Teddy Tops (x175)
Large Flare Top Cones (x360)
Twin Top Cones (x180)
Waffle Cones Large/Giant Waffle (x128)
Waffle Cones Tall (x168)
Chocolate Waffle Cones Tall (x168)

Many other cone options available on request

Packaging

Equi's 2 Scoop Tub (new x200)
Equi's 2 Scoop Lid
(Flat/Domed) (x100)

***Buy a box (x1400) of 2 scoop tubs or lids
and receive a 15% discount***

Equi's 3 Scoop Tub (x160)
Equi's 3 Scoop Lid
(Flat/Domed) (x64)

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

Equi's 5 Scoop Tub with lid (x24)
1000ml Tub With Lid (x1)
Equi's Milkshake Cups With Lids (x100)
Milkshake ECO Spoonstraws (x500)

BIODEGRADABLE TUBS - new

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





TOPPING TUBS

2 Litre Tubs

Biscuit Crumble (1.2kg)
Butter Tablet (1.2kg)
Chocolate Chips (1.4kg)
Clotted Cream Fudge Pieces (1.4kg)
Caramel Shortcake (24 slices)
Turkish Delight (1.1kg)
Tutti Frutti Crunch (1.56kg)
Honeycomb (1.27kg)

Topping Bags

Oreo Cookies (400g)
Amaretti Biscuits (1kg)
Clotted Cream Fudge Pieces (10kg)
Mini Marshmallows (White) (1kg)
Hazelnuts Roasted Nibbed (1kg)
Rainbow sprinkles (1kg)
Chocolate sprinkles (1kg)

Topping Boxes

Mini Snowballs Tub (200g)
'gg' Flakes (x144)
Flakes Standard Size (x48)

Miscellaneous Toppings

Fabbri Amarena Cherries (3.2kg)
Cocktail Cherries with Stalks (470g Jar)
Callebaut White Chocolate Blossom (1kg)
Callebaut Milk Chocolate Blossom (1kg)
Callebaut Dark Chocolate Blossom (1kg)

Premium Sauces

Mec 3 Quella

White Chocolate
Nutella
Caramel
Pistachio
Dark Chocolate

Quella dispenser pump sold separately

Luxury Sauces

Fabbri

Chocolate (950g)
Dulce de Leche (950g)
Raspberry (950g)
Strawberry (950g)
Limoncello (950g)
Mango (950g)
Mint (950g)

Nic

Chocolate (1.245kg)
Raspberry (1.15kg)
Strawberry (1.15kg)
Toffee (1.2kg)
White Chocolate (1.095kg)
Salted Caramel (1.2kg) new
Banana Toffee (1.2kg) new
Unicorn Glitter Sauce (500ml) new
Cookie Dough Sauce (500ml) new

MANY OTHER SAUCE AND TOPPING OPTIONS ON REQUEST

SELLING ICE CREAM

Why sell ice cream in 2019?

- Ice cream is great for generating footfall – especially in the afternoon from 2pm onwards.
- Ice cream encourages incremental sales in your shop. Customers will purchase add on items when buying ice cream i.e. drinks, confectionery and food to go.
- Ice cream is highly impulsive. See it, want it, buy it!
- Ice cream generates excellent margin for the seller, and very quickly maximises the return on your investment.
- The ice cream category is growing in the UK every year and demand for it is higher than ever.

Top Tips for selling more ice cream

- Ensure your freezer is in the right location; make sure your customers notice it when they walk in the door!
- Keep your freezer fully stocked all year round.
- Stock the best sellers! Speak to your sales rep for more advice.

Top Tip

Make sure people know you sell ice cream! Use outdoor & indoor items to advertise our award-winning brand.

Posters



Freezers



BRAND VISIBILITY



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.

Bunting



Pavement Signs



Window Stickers





Ice cream is magic

MAKING ice cream has always been a family affair for the Egals. After 74 years and a new generation, it's hard not to be hooked on one of the best sweet treats in the world.

In his 74 years since Peter Egals took the helm of dozens of shops (14 with his own hands) and another 100,000, the 74-year-old is sharing another special tradition with the second of his nephews, Mike, and the rest of a generation of Egals.

These days, Peter's son, Mike, is the one who is in charge of the shops. He is the one who is in charge of the shops. He is the one who is in charge of the shops.



Three generations of Egals — grandfather Robert, dad David and Mike Egals, Mike.

70 YEARS OF SUNDAY





TRAINING



Whether 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 how make you displays eye catching which will help optimise sales.

Sundaes

We can help you create the perfect sundae menu for your establishment – we'll talk you through the best flavour combinations, costing and our in-house designer is able to create the artwork for you.

Social Media

Our in-house marketing specialist can help review your current social media strategy or help you set up a new account. We 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 following are engaging with your content.

Top Tip

Ensure your ice cream display is kept to a high standard at all times. Keeping it clean, tidy and decorated will increase sales and footfall for your business.



Peter Equi & Sons Ltd

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EQUISICECREAM.COM

All prices subject to change. Updated June 2019. 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.