



WHOLESALE BROCHURE 2025



When Pietro Equi arrived from Tuscany back in 1915 he was understandably freezing! "Pure baltic" as everyone kept saying that July. Anyway, he was determined to make the best of their new home and before long had opened his first cafe.

Pietro instinctively knew what would warm the hearts of the Scots - and it wasn't just fish and chips. Beautiful, creamy Italian ice cream was what people really needed. A little bit of Italian dolce vita to soothe the soul. A perfect cool treat for a balmy Scottish summer!

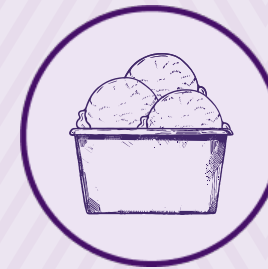
100 years and three generations later, the spirit of Pietro lives on. Still committed to making nothing short of beltin' ice cream, using only the finest milk and cream, from cows raised with real care on local farms. Our heritage is Italian, but we're Scottish to the last scoop.

To taste Equi's is to take a journey back in time, when food tasted of itself - delicious, simple and true. Proper ice cream full of creaminess and flavour. A big scoop of indulgent fun brought to you by a family full of character and passion. A tub of Equi's adds some star quality to a movie night on the sofa or makes a grand finale to a posh dinner.

The warmest feeling you'll ever get from the freezer, come rain or shine.



VALUES



SUSTAINABILITY

We're not just melting hearts; we're freezing our carbon footprint! At our core, we believe in harmonising indulgence with responsibility. Picture this: a purpose built, energy saving haven designed for heavenly ice cream creation. Our state-of-the art brand new factory won Lanarkshire's Best Green Business 2023.



QUALITY

We only use the freshest, locally sourced milk from Park Farm and Scottish 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.



SCOTTISH CRAFT WITH AN ITALIAN ACCENT.

Our multi-award winning ice cream starts with fresh milk and double 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 60+ Great Taste Stars don't lie.

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 Napoli tubs for scooping cabinets; pre-packed single scoops, 460ml and 1L for retail and space saving 2L tubs for restaurants and cafés.

Our Napoli packs are designed to sit in stainless steel containers found in standard scooping cabinets. They contain 4.5 litres, which amounts to about 40 regular or 30 large scoops.



ICONS KEY

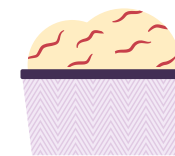


ICE CREAM NAPOLI PACKS



DOUBLE CREAM VANILLA

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



RASPBERRY RIPPLE

A simply classic treat that combines the creamy richness of our double cream base with the vibrant tanginess of raspberry sauce swirls.



KINDER BUENO

Luxury white chocolate ice cream with a chocolate hazelnut ripple.



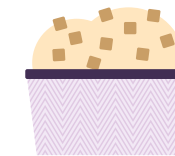
BELGIAN CHOCOLATE

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



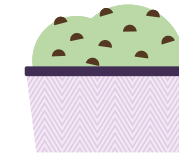
OREO COOKIES & CREAM

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



SCOTTISH TABLET

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



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.



STRAWBERRY RIPPLE

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

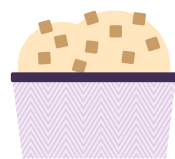


NUTELLA

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

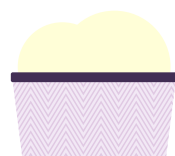


ICE CREAM NAPOLI PACKS



TOFFEE FUDGE

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



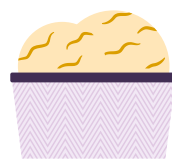
DOUBLE CREAM GELATO

Authentic Italian style Madagascan vanilla gelato. Made with traditional techniques to give a lighter feel. 2 Star Great Taste Award Winner 2021.



COOKIE MONSTER

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



ISLE OF SKYE SEA SALT & CARAMEL

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



BLUE BUBBLEGUM

A sweet blue bubblegum flavoured double cream ice cream.



HONEYCOMB CRUNCH

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



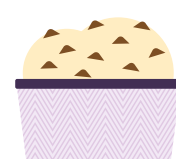
FERRERO ROCHER

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



BISCOFF CRUNCH

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



DIME BAR CRUNCH

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



CHOC CHIP COOKIE DOUGH

Dunk right into our cookie dough ice cream with chewy cookie dough and extra choc chips. Great Taste Award Winner.



DUBAI CHOCOLATE - NEW!

This year's hottest new flavour! Our indulgent Belgian Chocolate Ice Cream rippled with a crunchy Italian pistachio crème.



CRÈME EGG

Iconic crème egg yellow ripple & milk chocolate ripple, as well as delicious crushed flakes through our double cream flavour.



WHITE CHOCOLATE CHIP

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



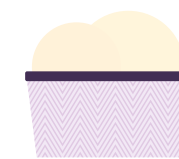
PISTACHIO SWIRL

Italy's favourite ice cream flavour. We use authentically Italian pistachios rippled with a pistachio cream to create a distinctive nutty flavour and indulgent mouthfeel.



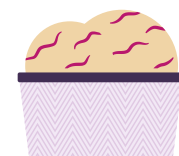
PEANUT BUTTER CUP

Peanut Butter ice cream swirled with milk chocolate.



MALT WHISKY - NEW!

Our award-winning double cream base, delicately infused with the rich, warming notes of Scottish malt whisky.



CHOCOLATE HAZELNUT & RASPBERRY

This decadent flavour brings together chocolate and hazelnut, known in Italy as gianduia, with tanginess of raspberry ripple swirls.



KINDER HIPPO

Our version of the classic kids treat.

ICE CREAM NAPOLI PACKS



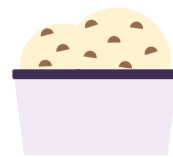
SMARTY PANTS

Milk chocolate beans swirled through our award winning double cream base.



STRAWBERRY CHEESECAKE

Strawberry cheesecake flavour double cream ice cream swirled with vibrant Scottish strawberries and biscuit crumble.



LUXURY BUTTERSCOTCH

Created specially to celebrate our 100th birthday in 2022. Butterscotch flavoured ice cream with rich milk chocolate chips.



MANGO & RASPBERRY

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



MANGO TANGO

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



STRAWBERRIES & CREAM

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



CHERRY MANIA

Classic Italian combination of cherries & crunchy chocolate.



TUTTI FRUTTI CRUNCH

A deliciously fruity ice cream with multicoloured tutti frutti crunch.

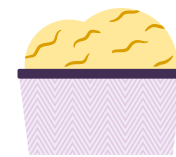


VEGAN STRAWBERRY

Our natural vegan strawberry ice cream is now made with Scottish Brose oat milk – a premium, locally made oat drink.

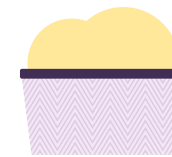


ICE CREAM NAPOLI PACKS



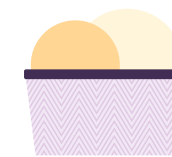
BANANA & CARAMEL

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



BANANA DRAMA

Our banana ice cream is made using beautifully ripe bananas.



COCOMANGO

Tropical fusion of creamy coconut and ripe mango in our irresistible duo ice cream, a harmonious blend that delivers a burst of flavour with every spoonful.



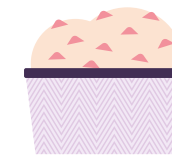
PARMA VIOLET

Blackberry flavoured childhood nostalgia, yet strangely sophisticated too.



PINK BUBBLEGUM

A sweet pink bubblegum flavoured double cream ice cream.



TURKISH DELIGHT

Rose water ice cream with hand cut Turkish delight pieces.



DOUBLE BUBBLE

A duo flavour of Pink Bubblegum and Blue Bubblegum rippled together.



MINIUN MAYHEM

BANANA! BANANA! Children's favourite duo flavour of Banana Drama & Blue Bubblegum rippled together.



IRON BREW

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

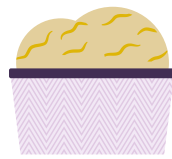


ICE CREAM NAPOLI PACKS



DOUBLE CHOCOLATE

Rich Belgian Chocolate ice cream rippled together with White Chocolate ice cream and a delicious orange white chocolate ripple.



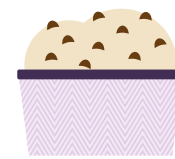
ICED CARAMEL LATTE

Inspired by our favourite Starbucks drink. Coffee flavoured ice cream rippled with a sweet caramel drizzle.



CHOCOLATE BROWNIE

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



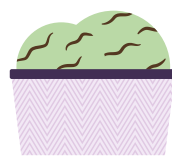
RUM & RAISIN

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



CARAMEL SHORTCAKE

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



AFTER EIGHT

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



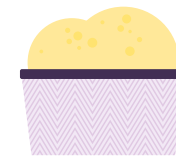
SNOWBALL

Coconut ice cream with a dark chocolate luxury ripple – am I in paradise?



MANGO SORBET

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



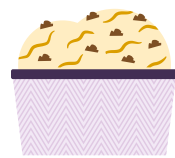
LEMON SORBET

Zesty and refreshing Lemon Sorbet.



PREMIUM PASSION FRUIT SORBET

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



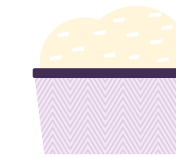
MALT TEASER

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.



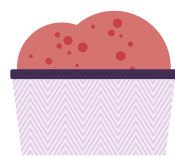
FLAKEY CARAMEL

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



TENDER COCONUT

Tender Coconut ice cream with coconut flakes throughout.



PREMIUM SCOTTISH RASPBERRY SORBET

Multi award-winning sorbet made with loads of fresh Scottish raspberries from Aberdeenshire Castleton farm.



ICE CREAM NAPOLI PACKS

EQUI'S SORBET RANGE



FUN FACT
All our sorbets are
vegan and virtually
fat free.



PRE-PACKED ICE CREAM

RETAIL IMPULSE TUBS

120ml with spoon in lid. Perfect for retail outlets, cafés and entertainment venues. Available in our top selling flavours.

- Double Cream Madagascan 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)
- Raspberry Ripple (x24)
- Honeycomb Crunch (x24)

1&2 LITRE TUBS

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

1 Litre

- Double Cream Vanilla
- Chip Off the Old Mint Choc
- Belgian Chocolate
- Strawberry Ripple
- Raspberry Ripple
- Scottish Tablet - NEW!

2 Litre

- Double Cream Vanilla
- Chip Off The Old Mint Choc
- Belgian Chocolate
- Wild Strawberry
- Toffee Fudge
- Raspberry Ripple - NEW!

RETAIL TAKE HOME TUBS

Our 460ml tubs are perfect for sharing and available in our top selling flavours.

- Double Cream Madagascan Vanilla (x6)
- Isle of Skye Sea Salt and Caramel (x6)
- Scottish Tablet (x6)
- Choc Chip Cookie Dough (x6)
- Raspberry Ripple (x6)
- Honeycomb Crunch (x6)
- Pistachio Swirl (x6)
- Strawberry Cheesecake (x6)
- Chocolate Hazelnut & Raspberry (x6)



CONES & PACKAGING

CONES AND WAFERS

- Equi Wafer Discs (x1000)
- San Remo Fan Wafers (x200)
- Rossini Chocolate Curl Wafers (x280)
- Cheeky Monkey Teddy Top Cones (x200)
- Large Flare Top Cones (x300)
- Twin Top Cones (x180)
- Tall Waffle Cone (x135)
- Large Plain Waffle (x80)
- Tall Chocolate Waffle (x120)
- Tall Black Waffle (x120)
- Tall Cookie Waffle (x90)
- Tall Lotus Waffle (x90)
- Tall Smarty Pants Waffle (x90)
- Tall Bubblegum Waffle (x90)
- Tall Rainbow Waffle (x105)

PACKAGING

- Equi's 2 Scoop Tub (x200)
- Equi's 2 Scoop Lid (x100)
- Equi's 3 Scoop Tub (x160)
- Equi's 3 Scoop Lid (x64)
- Equi's 5 Scoop Tub with Lid (x36)
- 1000ml Tub with Lid
- Equi's Milkshake Cups with Lids (x100)
- Black Biodegradable Straws (x200)
- Printed Equi's Cone Napkins (x2000)
- Biodegradable Spoons (x2000)



LUXURY TOPPINGS, SAUCES & DESSERTS

2 LITRE TUBS

Biscuit Crumble (1.2kg)
Butter Tablet (1.2kg)
Chocolate Chips (1.2kg)
Clotted Cream Fudge Pieces (1.4kg)
Honeycomb (1.27kg)

TOPPING BAGS

Oreo Cookies (400g)
Amaretti Biscuits (1kg)
Mini Marshmallows (White) (1kg)
Caramelised Hazelnuts (1kg)
Rainbow Sprinkles (1kg)
Chocolate Sprinkles (1kg)

TOPPING BOXES

Mini Snowalls Tub (200g)
Standard Size Flakes (48)
99 Flakes (x144)

MISCELLANEOUS TOPPINGS

Fabbri Cherries (3.2kg)
Cocktail Cherries (470g Jar)
Callebaut White Choc Blossom (1kg)
Callebaut Milk Choc Blossom (1kg)

SAUCES

Biscoff (1kg)
Fabbri Mint (950g)
Fabbri Limoncello (950g)
Pistachio (1kg) - NEW!

NIC PREMIUM SAUCES

Salted Caramel (1.2kg)
Blue Monster (500ml)
Cookie Dough (500ml)
Toffee (1.27kg)
Hard Chocolate Shell (900ml) - NEW!

JOY GELATO SAUCES

Chocolate (1kg)
Raspberry (1kg)
Strawberry (1kg)
Caramel (1kg)
White Chocolate (900g)
Kinder (900g)
Mango (1kg)

COOKIE DOUGH PUCKS

Milk Chocolate (45x100g)
White Chocolate (45x100g)
Chocolate Fudge (45x100g)
Chocolate Orange (90x50g)
Red Velvet (90x50g)
Double Chocolate (90x50g)
Milk Chocolate (90x50g)
White Chocolate (90x50g)

DESSERT ITEMS

Waffle Mix (12.5kg bag)
Churros (1x900g) - NEW!
Croffle Croissant Dough (60x70g) - NEW!



All prices subject to market change & products subject to availability



SELLING ICE CREAM



WHY SELL ICE CREAM IN 2025?

- 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.

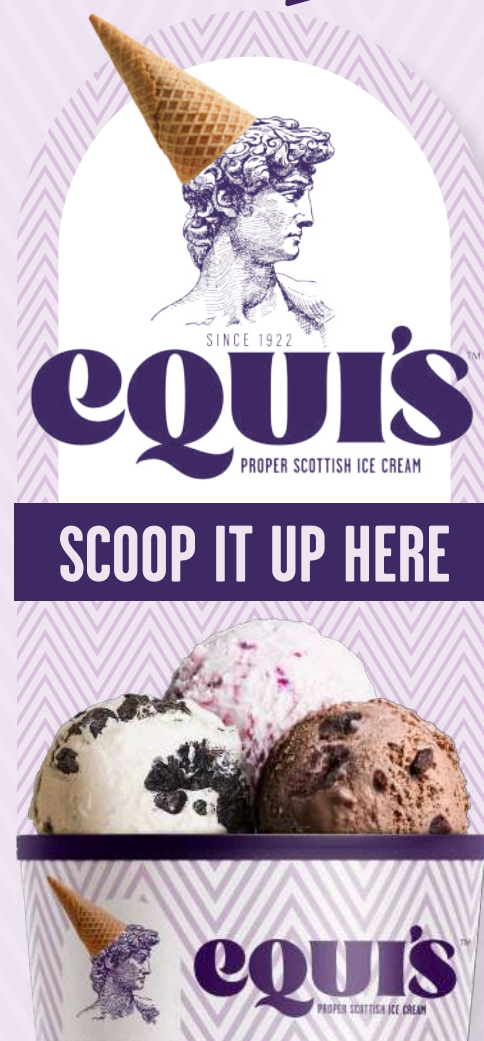
TOP TIPS FOR SELLING MORE ICE CREAM

- 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.
- Keep your cabinet or freezer display attractively decorated and/or merchandised to make it Instagram worthy!
- Add dessert offerings like cookie dough & waffles to enhance your menu.
- Consider online delivery platforms to expand your reach and sales.

BRAND VISIBILITY

We provide quality point of sale based on your needs. We can also assist with both digital and printed dessert menus, as well as advice on social media content & strategy. Please contact your sales rep if you require assistance with any of the above and we will be delighted to help.

PAVEMENT STAND



NOTES





PETER EQUI & SONS LTD

Unit 4B, 8 New Way, Rutherglen Links Business Park Industrial, Rutherglen, G73 1DH

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equisicecream.com

All prices subject to change. Updated March 2025. 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.

