

"WE DECIDED  
TO EXPLORE  
THE PASSION  
TOGETHER"



# GELATO

## THAT MAKES THE ANGELS SING...

*Mammis Gelato, located in the centre of the Latin Quarter in Aarhus serves velvety-soft, home-made quality ice cream - with soul, cosiness, creativity and coolness as the tasteful topping. A few months after opening, the ice cream shop won its first consumer award.*

The inspiration for the Mammis Gelato family concept is particularly international. As a youngster, mum Helle Schmidt, worked in an ice cream bar in Sydney and while her daughter, Michelle Schmidt, attended a jewellery design school in Rome, Helle surrendered herself to the classic Italian gelato.

"We decided to explore the passion together," says Helle Schmidt.

They enrolled for a course at the gelato university, Carpigiani, in Bologna and, in Aarhus, they found premises close to the city's cathedral.

"Not huge, but on the other hand, we could fit it out with soul and personality," says Michelle Schmidt.

They named the shop Mammis Gelato - a play with the Italian word for mum and an anagram for Michelle and her sister, Maria. For the start-up they were assisted by a teacher from the Italian ice cream university to realise the dream of Danish gelato gently produced with focus on quality and good, international raw ingredients: Valrhona chocolate, Polynesian vanilla from Tahiti and pistachio nuts from southern Sicily. The delicious goodies are served in waffles from Frima Vafler or NIC's gluten-free waffles and with sauces and nut topping from NIC.

"They are the absolute best and most flavourful waffles on the market. Originally, we wanted to bake our own waffles. But Frima Vafler are tasty and live entirely

up to our quality requirements," says Helle Schmidt.

And Mammis is also crazy about Frima Vafler's service. Every Wednesday, Alfred comes by with new products. He is an elderly driver at one of Frima Vafler's wholesalers.

"Alfred reminds me of my grandfather. He is the sweetest and most service-minded gentleman. We always look forward to him popping by. So he also matches our family concept completely," says Michelle Schmidt.

Right from the outset, the customers have also been crazy about Mammis. After two months, the shop won the local Smag Aarhus (Taste Aarhus) award as the customers' favourite ice cream.