

Case Study: FEAST2 Grant Support

BUSINESS NAME: Giovanni's Gelato
BUSINESS OWNER: Carmelo Gristina



BACKGROUND

As a small business owner ready to take the next step, Carmelo approached The Mallows Company looking for support to expand Giovanni's. Having met with Amanda who guided him through various options, Giovanni's applied for a grant.

Within two weeks, during the Coronavirus crisis, they had applied and received a £1,400 grant which helped them purchase additional fridges and freezers for raw material storage. This allowed them to produce more product and take on more orders efficiently.

Giovanni's regularly attend workshops such as Labelling & Acrylamide Update delivered by the FEAST2 food technical team as well as receiving general business support with premises rental.

Giovanni's
DOWNTOWN GELATO

Giovanni's Downtown Gelato is an award-winning Italian dessert company established in 2013 producing artisan gelato, sorbetto and yogurts to the retail and wholesale industry in the UK.

Founded by Carmelo Gristina, Giovanni's supplies to many dessert parlours, restaurants and eateries across the UK, most recently launching their new Italian Pasticceria, offering clients authentic handmade Sicilian/Italian pastries and cakes.

WHAT CARMELO SAYS,

"Without receiving the FEAST2 grant during the Coronavirus crisis, I would not have been able to grow my business as quickly as I have. We are prepared for the future and ready to facilitate more orders and launch our new line. I received all the support I needed and would highly recommend FEAST2 to anyone who is looking to expand or try out new products. I have improved in all aspects of my business."



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