

WWW.OTALEG.COM

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otaleg!





!OTALEG

There is a precise moment, lasting no longer than three seconds, during which our ice-cream conquers the taste buds of whoever happens to taste it.

Brief moments of expectation, just before our senses take over.

And those are the exact moments that mark the birth of Otaleg...

This little miracle of the senses is the result of uncompromising quality combined with an attentive preparation that gives the ingredients the time they need to properly blend together.

The resulting ice-cream is the direct expression of Marco Radicioni's skill.

This interior research, meticulous and delicate, is mirrored in the search for those ingredients capable of expressing a creative need.



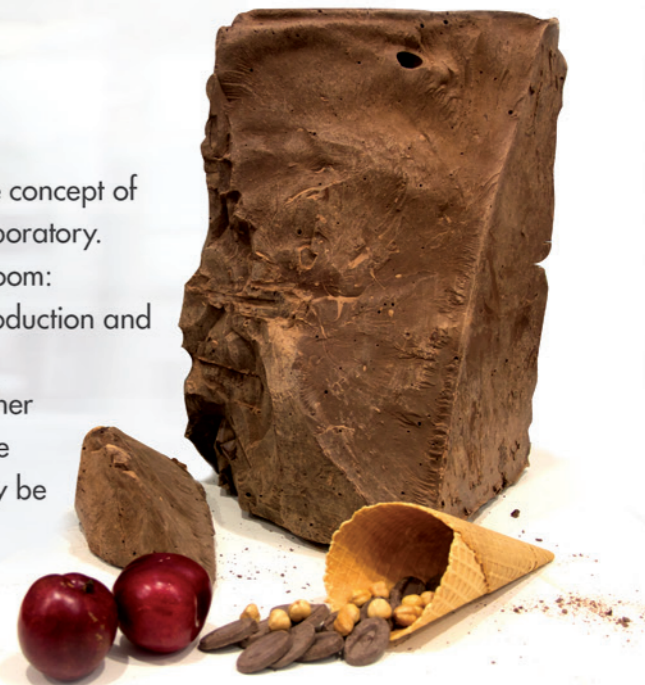


! THE ACQUARIUS LABORATORY

The laboratory is the true "soul" of Otaleg.

Otaleg, in fact, decided to overturn the traditional paradigms of the concept of ice-cream: when you enter the store, the first thing you see is the laboratory. The space where taste comes to life is no longer hidden in a back room: the big glass windows let everyone see for themselves the whole production and transformation process, starting with the raw materials.

Tradition and innovation, workmanship and technology come together in Otaleg's Acquarius Laboratory, forming a harmony that exalts the senses. Therefore, if the soul of Otaleg is its laboratory, it can rightly be said that the soul has been laid bare...





! OUR COURSES FOR AMATEURS

Making ice-cream can be very entertaining too! And most of all, a creative process...

For real ice-cream lovers, we suggest some courses, all unique, aiming to understand the true nature of ice-cream, how to recognize its quality, but also how to make it at home and have fun with family and friends.

- COURSE FOR AMATEUR ICE-CREAM MAKERS
- HOME-MADE ICE-CREAM
- ICE-CREAM EXPERIENCE





! OUR PROFESSIONAL COURSES

The experience gained over time by Maestro Radicioni is passed on to the next generation of ice-cream makers. Our professional courses, in fact, will show you how to create good, healthy ice-cream, of a supremely superior quality. You will acquire the practical experience and the theoretical notions required to create YOUR OWN unique and special recipes. In addition, you will learn all the details about the best equipment and how to set your windows, on how to select them depending on the type of ice-cream that you have chosen to produce. The course, in fact, will cover in detail each and every detail needed to successfully manage a production laboratory.

- PROFESSIONAL COURSE FOR ICE-CREAM MAKERS
- MASTER COURSE FOR ICE-CREAM MAKERS



The image shows the storefront of an Otaleg ice cream shop. The shop's name 'Otaleg!' is displayed in a large, white, stylized font above the entrance. The entrance is a glass door that is open, revealing the interior of the shop. Inside, there are shelves with various bottles and containers, and a counter area. The background of the image is a light, neutral color with a large, faint watermark of the word 'Otaleg!' and a red exclamation mark.

LINKS AGLI ARTICOLI:

www.puntarellarossa.it

www.scattidigusto.it

www.dissapore.com

Il Messaggero

La Repubblica

Tripadvisor Certificate of Excellence

Il Saporario

New York Times

Brazilian press

Chinese press

Japanese press

Japanese specialized magazines

Otaleg!

! FRANCHISING

Otaleg is, first of all, a way of life, with a clear ethical and moral code: transparency, maximum quality in everything, and room for creativity.

Choosing Otaleg is more than just opening a franchising, it is becoming part of a family made of people who do business with their heart.

Professionalism and passion are the ingredients that have made Otaleg into the Number One of ice-cream and that will make your store a winner.

If you want to be immediately recognized as the partner of the Best Italian Ice-Cream 2014, the right choice is to start up a new Otaleg: it will surely have your own personal touch, but you will be guaranteed very high quality standards, visibility with the international press even before you open your business, as well as an ever-present technical partner which will be able to promptly respond to all of your needs and to those of your customers.

Together we will create new flavors, new original combinations suited to the location that you have chosen to start this gastronomical adventure!



! HIGH QUALITY SOFT ICE

Starting from the Otaleg recipe, Marco Radicioni has created a new concept for ice cream: high quality soft ice! A warmer, softer ice cream that shares all the quality of the original Otaleg! And all the fantasy of the Maestro to go with this ice-cream, through high quality toppings, carefully studied and able to blend with the ice-cream in a one-of-a-kind glorification of taste.

Furthermore, Marco Radicioni has decided to take a radical approach to his health concerns by using a special natural sugar that makes for an ice cream with a low glycemic index, perfect for diabetic people and for those who wish to taste real quality at any time!





! CONSULTING

Thanks to Marco Radicioni's years of diversified experience, we will be able to create the laboratory most suited to your production and daily needs, allowing you to consistently maintain high quality standards.

All of the technical aspects will be covered, both for the laboratory and for the display cases, analyzing functional needs without wasting space, examining and selecting together the equipment best suited to your production, setting your windows up and selecting and all the display equipment and serving tools.

As a finishing touch, special attention will be paid to the search for selected ingredients to give your ice-cream shop that extra touch that will make your product unique for your customers.

