



# Newsletter

JANUARY – MARCH 2017



## Company News



### Introducing Jeff Ganter

If you haven't already met Jeff, we'd like to introduce you to the Managing Director of the Riva Real Ice Cream business.

Jeff has built Riva over the last 22 years and seen much change in the world of Food and Beverage. His previous life saw him in Senior Sales & General Management positions including the role of COO at an Australian listed company with over 400 million in turnover.

Jeff enjoys golf, boating, fishing, and practicing his skills as a Red Wine Connoisseur.

His favourite Riva flavour?  
"Chocolate every single time!"

## Industry News

### See us in action!

29th - 30th March

#### Australasian Hospitality and Gaming Expo, Brisbane

As the biggest hospitality & gaming event in Queensland, the Keno AHG Expo covers all facets of the hospitality and gaming industries.

This year it will be held at the Brisbane Convention Centre and will feature the latest in gaming products, entertainment, food and beverage, technology, construction, education, furniture, and innovative design. **Come and say hello at Stands 225 and 226.**



### The Riva Real Ice Cream Flavours

- Vanilla
- Vanilla (Gluten Free)
- Chocolate
- Strawberry

Available from your frozen food distributors.



## DID YOU KNOW?



Based on Industry research, to be classified as real ice cream, there needs to be a minimum 10% milk fat. *So how do we compare?*

- Gelato = 3-8%
- Soft Serve = 3-6%
- Ice Cream = 10-16% (Riva Real Ice Cream)

# Ice Cream Trends

## The rise and rise of Shakes

As consumer expectations for better-quality food, tasty drinks and overall experience increase, in-store innovation is mandatory.

Enter milkshakes and smoothies - currently a \$700 million market segment within Australia. Forecast to continue growing over the next several years, the race is now on to continue setting brands apart with outlandish shake creations.

**And just how far can you go with shakes?** Well, it seems the sky is the limit. The trend of heavily topped, indulgent and in some cases outright crazy shakes has taken Australia by storm over the last few months.

In this sense, companies need to maintain a competitive mix of drinks and ice cream products that allow them to compete. With Riva Real Ice Cream we can only imagine the possibilities!



# Handy Information

## Typical Industry Standard Milkshake & Thickshake Formulas

	Riva Real Ice Cream	Milk	Flavouring
<b>Milk Shake</b>			
480ml 16oz	100ml	300ml	30ml
660ml 22oz	150ml	400ml	60ml
720ml 24oz	165ml	445ml	60ml
<b>Thick Shake</b>			
480ml 16oz	300ml	100ml	30ml
660ml 22oz	400ml	150ml	60ml
720ml 24oz	445ml	165ml	60ml



Small 16oz (480ml) 58.5mmW	Medium 22oz (660ml) 66mmW	Large 24oz (720ml) 62mmW
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*Discover real ice cream, real easy.*

Call us today on 1800 111 123    [rivarealeasy.com](http://rivarealeasy.com)

