

PASCAL

The new UHT liquid mixture is a real ice cream innovation. Easy. Quick. Top quality.

PASCAL srl is a company based in Trofarello, in the province of Turin, operating in the dairy industry. It has recently introduced a new dairy product that was developed by a renowned operator of milk processing, Mr Osvaldo Branciaroli, who has put his long experience at the service of this project. The Branciaroli family has been operating in the milk processing industry for three generations and Osvaldo Branciaroli's experience has been consolidated at Pascal, where he played a central role in the recruitment of new partners and in the acquisition of a specific know-how for the management and development of the company.

This entrepreneurial project has two main goals: on the one hand, it is aimed at the production of whipping and cooking UHT cream that is produced with a special process, patented by Pascal, in which no additives, emulsifiers or thickeners have to be added to the final product; on the other hand, it wants to create an innovative product for the production of an authentic Italian gelato - the aseptic liquid mixture.

The so-called "La Ricetta del Gelato di Pa" (meaning: dad's ice cream recipe) is a ready-to-use mixture that can be instantly transformed into ice cream and that preserves the organoleptic charac-



ICE CREAM INNOVATION

unique product



products is guaranteed by the use of first-choice raw materials, whose supply is based on the local short chain. Milk and cream come from Piedmont only and are produced a few miles away from the Pascal factory.

This choice allows the product to be processed just a few hours after its arrival at the Pascal facilities, thus ensuring high quality standards, preserving the freshness and the organoleptic characteristics of the raw materials, and providing traceability up to the cowshed where the milk was taken.

All the other ingredients contained in the mixture are carefully selected according to strict criteria of excellence and they all contribute to define its specific taste: Italian hazelnuts, Madagascar Bourbon vanilla, pure dark chocolate and cocoa powder.

3. The HORECA sector: "La Ricetta del Gelato di Pa" is particularly suitable for the HORECA sector, because the use of an aseptic, ready-to-use mixture can be processed by any operator, even the most inexperienced ones. In addition to the flavoured UHT blends, "La Ricetta del Gelato di Pa" is also available as a pure white cream base. This product has been specially developed for the operators in the ice cream sector. The base is already balanced and ready to be transformed into any flavour, whether cream or fruit - it only needs the addition of extra ingredients, and the creativity of the ice cream maker. Since the preparation takes a few minutes, you can always serve a fresh product, avoiding wastage.

4. The production process: This innovative production process, covered by patent, starts with a delicate mixing phase of the raw materials and follows with the UHT sterilization through a steam infusion system, whose innovative component is determined by the skilful calibration of processing time, temperature and pressure. Each element of the process, from the machinery to the settings, from the organoleptic characteristics and origin of the raw materials to the packaging - each element guarantees the technological characteristics of the product, its perfect sterilization and consequent long preservation, meeting the contemporary market needs in terms of shelf-life and freshness of the product.

www.pascalsrl.it

teristics of the raw materials, being completely aseptic. It is available in many flavours: fior di panna (with fresh cream), chocolate, hazelnut, coffee, vanilla, strawberry and lemon. These last two flavours do not contain any animal products and are suitable for vegans. Moreover, all the ingredients contained in the mixture comply with the HALAL certification requirements.

1. Main features: MADE IN ITALY - since all the ingredients (milk, cream, sugar, fruit, hazelnuts, etc.) contained in the mixture are of Italian origin and since the whole production process takes place in Italy, according to the Italian tradition, the ice cream deriving from this mixture can boast the wording "Made in Italy" anywhere in the world. EASY TRANSPORT AND STORAGE - UHT products have a shelf life of 12 months from the production date and can be stored at room temperature, without requiring cold store, neither during transport nor during storage. EASY PROCESSING - all UHT products produced by Pascal are very easy to prepare: in particular, the mixture requires just a few minutes of blending and creaming, which makes you save time, energy and workload during the preparation process.

2. Raw materials: The high quality of Pascal

