



About

When childhood friends Cristiano Sereni and Paolo Benassi decided to take their combined passion for authentic, traditional gelato to the next level, **Amorino** was born. In 2002, Amorino's first location opened in the heart of Paris on Ile St. Louis, and the brand has since experienced global expansion in 20 countries.



Amorino sources fresh, all-natural ingredients, and guarantees that its gelato contains no coloring agents or artificial flavors. This focus on quality, coupled with the duo's obsession with product consistency, has made Amorino a household name in the gelato market. Today, Amorino locations are found in some of the most notable locations within city capitals, all serving gelato using their quintessential rose-petal design.

Maximizing Multi-Location Success With Automation

In 2016, Amorino found themselves in search of a new point of sale (POS) that was faster, easier to train staff on, and could scale as they continued to bring their gelato to new markets. Revel checked those boxes, and was a perfect fit for their franchise-based operation.

With expansion consistently on the horizon, the Amorino team also sought a solution that could help them customize their menus down to size offerings, gelato flavor, and drink specification, all while ensuring menu consistency across their global locations. After building

their initial menu, their team can now make additions and edits within Revel's management console and seamlessly push those changes live from the base establishment to other locations.

Roberta Alongi, Amorino's business development manager, explains that "it's very helpful to have a system where you can copy and paste menus, and have it ready to use [at a different location] in a couple of hours," and takes advantage of the feature often.



Uninterrupted Business With 24/7 Customer Support

Running a business often requires 24/7 attention, which is why Revel offers global 24/7 support for customers. Alongi appreciates Revel's support options because she knows she'll get a timely response to her questions. Revel's 24/7 support is supplemented with helpful tools like Revel Assistant, which provides step-by-step setup guides, feature walk-throughs, and troubleshooting directly in Revel's management console. And with Revel's learning and video platform, Revel University, operators always have video resources at their fingertips.

"We are quite happy with the customer service. Whatever problem we have can be solved over the phone, which is great."

Data-Driven Analysis Across Global Locations

Because Amorino's corporate team supports a global workforce, it's critical that they have access to each location's data in real-time. Alongi's go-to reports focus on turnover, published payments, and product mix, and she appreciates that Revel's reporting features are both easy to pull and interpret. Revel makes on-the-go reporting easy to access directly from a smartphone, giving stakeholders like Alongi the ability to make informed, data-driven decisions even when she's visiting multiple locations.

"The best thing about Revel is the back office access. It is quite straightforward and intuitive for everyone to use."

Why Revel

Amorino's success stems from gelato crafted the traditional way, and Revel's platform empowers each franchisee to consistently scoop up a product that Sereni and Benassi feel so passionately about. Armed with a quality product their team is proud of, Amorino is perfectly positioned to capitalize on the growing gelato market.

"There are now over 100,000 gelato shops around the world...with global turnover surpassing 15 billion euros and average annual growth of 4%."

- Italiangelato.info



For more information, please visit revelsystems.com or call +1 (833) 437-3835