




CARTE D'OR[®]
SCOOPING GUIDE

2024





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INTRODUCING CARTE D'OR

You get so much M'Or with Carte D'Or,

If there is one thing that defines Carte D'Or it's that we always go the extra mile. We have over 40 years' experience in crafting truly delicious desserts, for which we strive to source some of the finest quality ingredients, in a sustainable and ethical way. All this is what makes a Carte D'Or moment truly unforgettable.

Carte D'Or gives you M'Or . M'Or delicious. M'Or unique. M'Or memorable.





CARTE D'OR[®]

Part of Our Commitment



VANILLA FOR CHANGE

Vanilla For Change empowers young people in Madagascar and the UK as part of Wall's mission to create happier communities, one street at a time.

Together with Save the Children and Symrise, we are positively impacting more than 60,000 people in Madagascar.



SUSTAINABLE SOURCING

We're working to reduce our impact on the environment – whether that be in the ingredients we source, the materials we use or how our factories operate. In 2022, we launched our new responsibly sourced, recyclable paper tubs, made with 93% less plastic than our previous packaging. That means all the same great quality Carte D'Or ice cream, now with a lower plastic footprint.



Same Great Quality
CARTE D'OR
New Paper Tub




CARTE D'OR®

*Why Carte D'Or
is So Special*

TASTE ALWAYS COMES FIRST

We have searched the globe - and we continue to do so - to discover some of the finest ingredients to give our ice cream desserts a truly delicious and authentic flavour.



CARTE D'OR SCOOPING VANILLA ICE CREAM

We source Hand-pollinated, hand-picked and traditionally cured vanilla beans from Madagascar, which gives our Vanilla ice cream its classic rich flavour.



CARTE D'OR SCOOPING MINT CHOCOLATE, BROWNIE, AND BANANA CHOCOLATE ICE CREAM

We source dark chocolate curls made with Rainforest Alliance Certified cocoa.



CARTE D'OR SCOOPING STRAWBERRY ICE CREAM

Made with 39% fruit



OUR PRODUCT ARCHITECTURE

The Carte D'Or scooping portfolio comes in three different product architectures, each are decorated with fresh toppings to entice the customer.



Mountain



Dunes



Waves

5.5 LITRE TUBS

- Each tub yields up to 55 scoops.
- The artisan texture sits higher in the tub.
- Professional and authentic aesthetics.



PROFITABILITY OF OUR ICE CREAM



CARTE D'OR
ICE CREAM
5.5L PRICE
EXAMPLE

PRICE
PER TUB
£30.21

55
SCOOPS
PER TUB

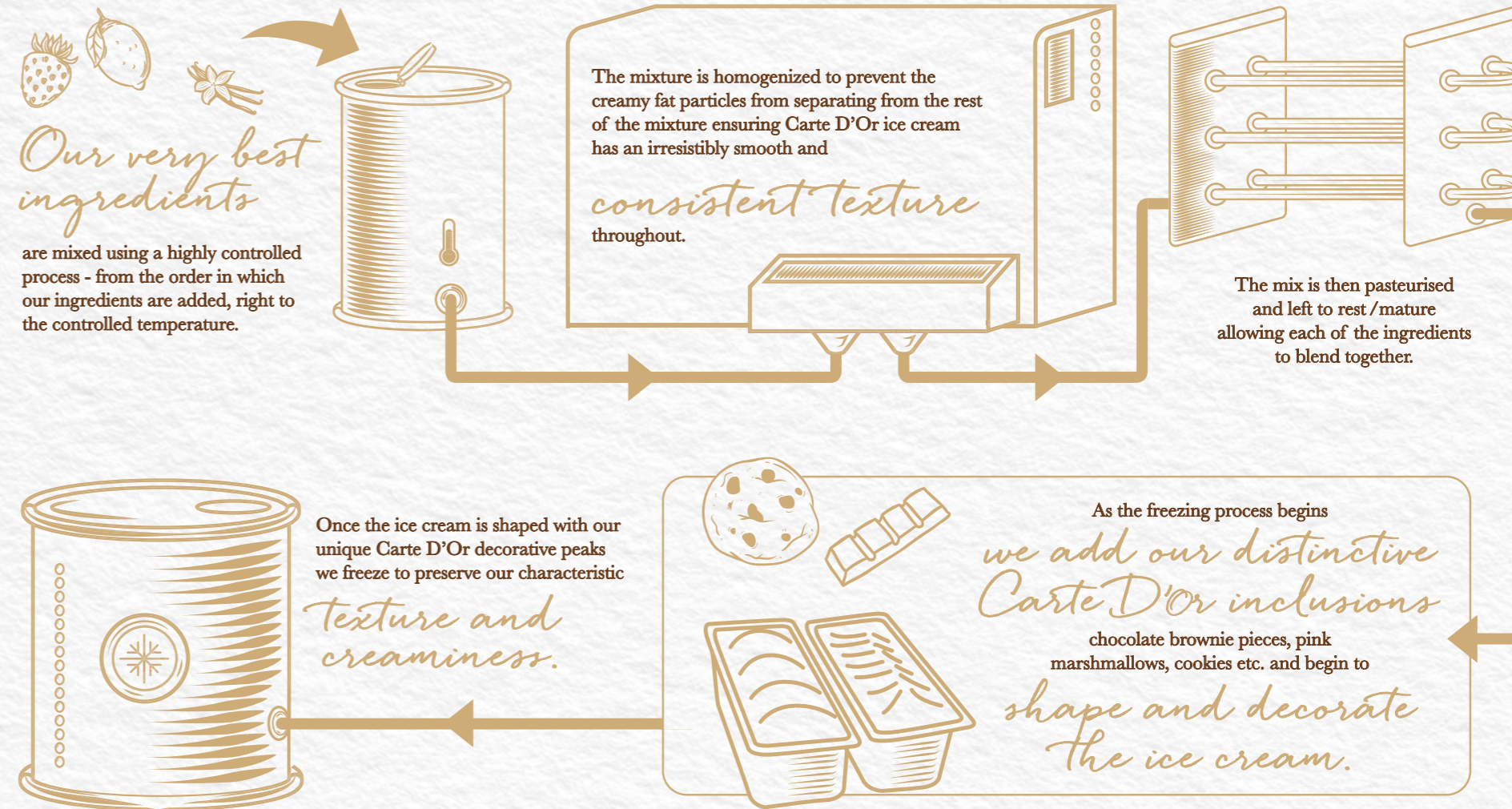
RRP PER
SCOOP¹
£2.75

76%
POR¹

76%
ESTIMATED
MARGIN
PER TUB¹

¹: Recommended retail price from Feb 2023. RRP prices printed are only recommendations. Pricing is at the sole discretion of the retailer. Portion and cost per Carte D'Or scoop is calculated on the estimation of 55 scoops from one tub. TLP per case and cost per unit prices are excluding VAT.

HOW DO WE MAKE OUR ICE CREAM?





 **CARTE D'OR**

Ice Cream Range

15 FLAVOURS, 5.5 LITRES*

CARTE D'OR FAVOURITES



OTHER FLAVOURS



*Vegan Vanilla comes in 2 x 2.4L cases

RANGE CLASSIFICATION

Scooping is less seasonal and complements wrapped impulse ice cream!
Ice Cream is purchased throughout the year, with nearly 45% of sales made out of season.¹

BRITISH FAVOURITES



ADULT FAVOURITES



CLASSICS



KIDS



¹: Nielsen 4 wkly £ Sales 2022 GB Total Coverage (Excl Discounters)

PLANOGRAMS

CLEVER 7

Vanilla*
Caramel
Strawberry
Triple Chocolate
Cookies & Cream
Mint Chocolate
Brownie

* Can be swapped for Vegan Vanilla.

CUSTOMER

PLANOGRAMS

CLEVER & THEATRE 10

Vanilla
Caramel
Blue Candyfloss
Strawberry
Spagnola
Brownie
Mint Chocolate
Vegan Vanilla
Cookies & Cream
Triple Chocolate

CUSTOMER

THEATRE 13

Vanilla
Caramel
Blue Candyfloss
Pistachio
Strawberry
Spagnola
Brownie
Mint Chocolate
Banana Chocolate
Vegan Vanilla
Cookies & Cream
Stracciatella
Triple Chocolate

CUSTOMER




CARTE D'OR®

Cabinets & Maintenance

CABINET OVERVIEW

Clever

The Clever cabinet is our most robust cabinet and is best suited for inside locations, however it can withstand moderate outdoor usage. It requires a smaller amount of space than our Theatre cabinet. It is best positioned out of direct sunlight and windy locations. The Clever cabinet is a non-ventilation, static cabinet. It's the more forgiving freezer in terms of temperatures and ventilation meaning you don't have to close it straight away after serving, as the Ice cream tubs sit lower down. Clever operates most efficiently in ambient or cool rooms, below 30°C.

1. Front glass can be opened for easy cleaning
2. Ceiling LED light
3. Side handles for easy moving
4. Reinforced wheels
5. Static refrigeration



	Tubs Display	Under Storage	Length/Depth/Height	Consumption (Kw/24H)	Working Temperature Range
<i>Clever 7</i>	7	4+4	1317x728x1340	7.9	-16/-14
<i>Clever 10</i>	10	5+5	1317x890x1340	9.4	-16/-14

CABINET OVERVIEW

Theatre

The Theatre cabinet is the most beautiful looking cabinet, but also the most sensitive due to it being a ventilated cabinet. It is best suited for inside use and has a lovely lower glass display front which is excellent for ice cream visibility. However, it is more sensitive to outside temperatures and ventilation. With it being a ventilation cabinet and the tubs sitting higher, it means it must be closed quickly after each use and must avoid placing it in area which has direct sunlight or windy locations. Theatres operate most efficiently in ambient or cool rooms, well below 30°C.

1. Front glass can be opened for easy cleaning
2. Ceiling LED light
3. Excellent product visibility
4. Side handles for easy moving
5. Reinforced wheels
6. Ventilated refrigeration



	Tubs Display	Under Storage	Length/Depth/Height	Consumption (Kw/24H)	Working Temperature Range
<i>Theatre 10</i>	10	4	1340x809x1330	11.7	-16/-14
<i>Theatre 13</i>	13	6	1670x809x1330	22.92	-16/-14

CABINET OPTIONS

The Carte D'Or scooping freezers come in five different sizes and specifications. Each are Carte D'Or branded and come with a variety of storage options.



	CLEVER 7	CLEVER 10	CLEVER 13	THEATRE 10	THEATRE 13
Supplier	ISA	ISA	ISA	ISA	ISA
Dimensions (WxDxH) mm	1317x728x1340	1317X980X1340	1647X890X1340	1340X809X1330	1670X809X1330
Consumption (kW/24h)	7.9	9.4	11.02	11.7	22.92
Capacity (cases) (Display + Storage)	7+8	10+10	13+14	10+4	13+6
Branding Available	Carte D'Or	Carte D'Or	Carte D'Or	Carte D'Or	Carte D'Or
Availability	FOL Only	FOL Only	FOL Only	FOL Only	FOL & Sales
Plug Type	UK 3 Pin	UK 3 Pin	UK 3 Pin	UK 3 Pin	UK 3 Pin

THEATRE 13



3 Year warranty



3 Year parts & labour



Climate Class 7

TO PURCHASE A THEATRE 13 OUTRIGHT, PLEASE VISIT:
WALLSREFRIGERATIONSOLUTIONS.COM

CABINET SUBSEGMENTS

Holders



without holders

Holders ensure each tub is stabilised within the cabinet. Using the right holders will preserve product stability and scoopability by maintaining the airflow inside the cabinet.



with holders

Wash Pots



Weight	Material	Height/ Width/Depth
154g	Stainless Steel	150 360/110 (mm)

Hygienically rinse your ice cream scoops in between serves with a professional scoop wash. Scoops are NOT dishwasher safe.

CABINET SUBSEGMENTS

60ml Scoop

Weight	Material
100g	Liquid Filled Aluminium

Height/
Width/Length

40
40/170
(mm)



Size 20

The right size ice cream scoop will indicate the volume that the scoop holds ensuring even portion control sizes when serving.

The deep bowl of the scoop penetrates into the ice cream to pull out a rounded section, while the strong construction keeps the scoop from bending, offering the perfect rounded serve.



CABINET MAINTENANCE

GOLDEN RULES OF CABINET MAINTENANCE



MOVING THE CABINET:

Reduce movement using the lateral handles to install.

CABINET INSTALLATION:

Place in an area with minimum exposure to direct sunlight.

Ensure cabinet vents are not obstructed.

ELECTRICITY SOURCE:

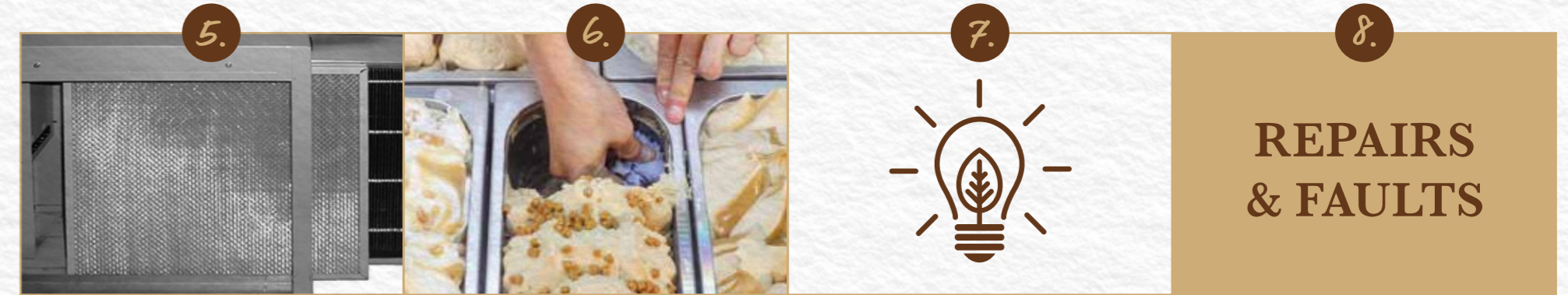
Always plug directly into the socket.

DEFROST CYCLES:

Respect cycles without accelerating. It should be 30 minutes every 8 hours.

CABINET MAINTENANCE

GOLDEN RULES OF CABINET MAINTENANCE



FILTER CLEANING:

Clean it weekly with running water, clean the condenser at least every six months.

DAILY CLEANING:

Remove tubs nightly, placing in another freezer at -20°C.

After cleaning, plug back in and allow to sit for 30 minutes before replacing the product.

TURN OFF THE LIGHTS:

Turning your display cabinet off at night reduces electricity consumption and helps to best preserve the quality of the ice cream.

REPAIRS & FAULTS

PLEASE CALL: 01613 662 500

A member of the service team will ask a few questions including the serial number. Please have that information ready.




CARTÉ D'OR®

The Perfect Scoop

SCOOPING SCHOOL

MAXIMISING PROFIT WITH CARTE D'OR



Using paper towels, ensure that the rims are always clean.



Using a 20ml size scoop, start scooping from the back of the tub and keep the scooping area two lines wide.

Using a 60ml size scoop will give you 55 scoops per 5.5lt tub.



Scoop all the way to the bottom of the tub before moving forwards.

***IMPORTANT: By law, the Caterer must know what allergens are contained within their dishes and be able to communicate this when serving. All allergens and ingredients are clearly labelled on the product packaging.**

As a recommendation, designed as suggestions to avoid cross contamination, that to ensure our Vegan Vanilla Ice Cream continues to be lactose free, caterers must take precautions when serving. As an example: using utensils dedicated for only serving vegan products, keeping utensils clean, locating the vegan tub to the far left or right of the cabinet, so no other ice cream flavours being scooped can fall in and keeping the lid on to minimise contamination. **However, it is up to your food safety handling procedures to mitigate any cross contamination.**

SCOOPING SCHOOL

MAXIMISING PROFIT WITH CARTE D'OR



Ensure that the scoop doesn't touch tub rims when scooping.



To preserve the ice cream decorations, do not scoop vertically.

The inclusions go all the way through the ice cream so no need to scrape the top.



When closing for the day, always replace with a clean lid for that flavour.

SCAN THE QR CODE TO WATCH OUR SCOOPING SCHOOL TUTORIAL



CABINET & TUB APPEARANCE

- Make the display appealing by filling the case with tubs of ice cream.
- Each tub displayed should always be at least 1/3 full.
- Use paper towels to keep tubs clean & clear from traces of product.
- Clean the scoop with water after each use to avoid contamination.
- Refresh scoop cleaning water with 0.3% citric acid, every 2 hours.
If not using citric acid for scoop water, water should be changed every 30 mins.
- Clean the glass, when needed, with paper towel and dispose of after use.



PERSONAL HYGIENE

1. Ensure all staff wash hands regularly
2. Staff should not wear jewellery, facial piercings or watches
3. Hair should be tied back
4. Wear gloves if you have nail varnish on



CARTE D'OR®

Point of Sale

CORE POINT-OF-SALE

CORE POINT-OF-SALE IN USE

ATTRACT



ENGAGE



SELL






CARTÉ D'OR®
Recipes

INSPIRATIONS



INSPIRATIONS

SWEET BANANA CARAMEL ICE CREAM SANDWICHES

- 100g Carte D'Or Vanilla ice cream
- 1 banana, sliced
- 8 biscuits
- 4 tbsp caramel sauce
- 25g chocolate, grated

1. Arrange the sliced banana evenly on the top of four biscuits.
2. Scoop a ball of **Carte D'Or Vanilla** ice cream on top of the banana layer.
3. Spoon one tablespoon of caramel sauce over the ice cream.
4. Top with a digestive biscuit on each; push down lightly to create a sandwich.
5. Decorate with a grating of chocolate and serve immediately.



INSPIRATIONS



AFFOGATO

- 1 scoop of **Carte D'Or Vanilla** ice cream
- 1 cup of espresso (Approx. 40ml)

1. Put a scoop of **Carte D'Or Vanilla** ice cream in to sundae glass, bearing in mind that the glass should be small enough for the espresso to form a pool around the ice cream.
2. Give each person glass and a freshly made espresso. Pour the espresso over the ice cream and eat quickly.

INSPIRATIONS

HAPPY PARK SUNDAE

- Single or Double Cream
- Chocolate pieces
- 1 scoop of **Carte D'Or Blue Candyfloss**
- 1 scoop of **Carte D'Or Strawberry**
- Marshmallows

1. Layer cream on the base of a sundae glass or bowl.
2. Dress cream with chocolate pieces.
3. Add 1 scoop of **Carte D'Or Blue Candyfloss** and 1 scoop of **Carte D'Or Strawberry**.
4. Decorate with a couple of marshmallows.



INSPIRATIONS



STRACCIATELLA SUNDAE

- Single or Double Cream
- Chocolate pieces
- 1 scoop of Carte D'Or Vanilla
- 1 scoop of Carte D'Or Triple Chocolate
- Chocolate sauce

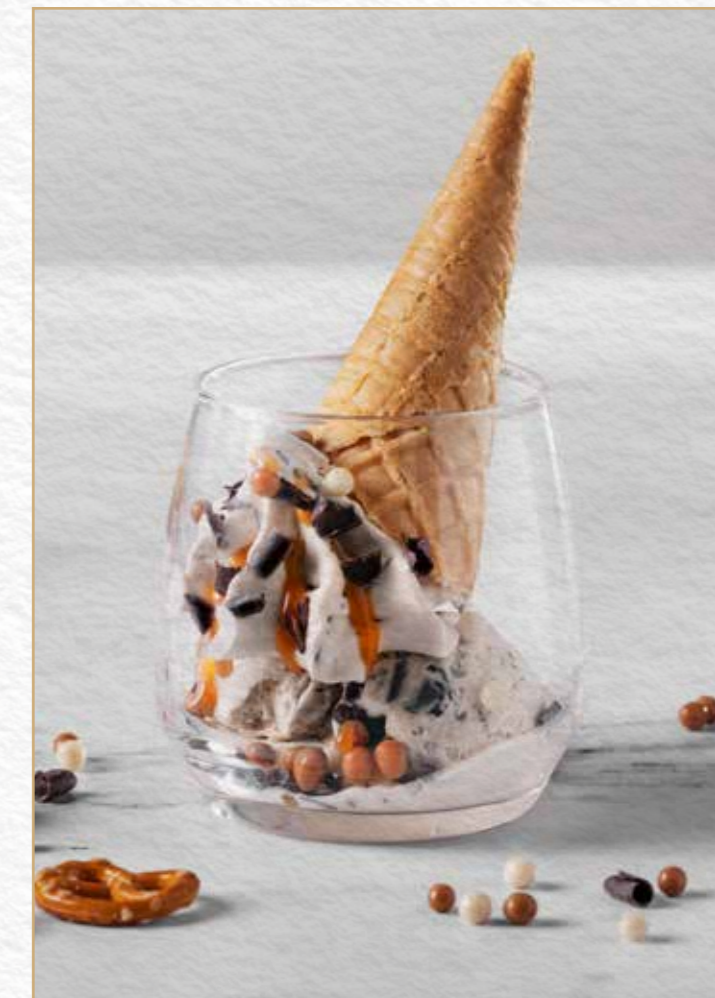
1. Layer cream on the base of a sundae glass or bowl.
2. Add 1 scoop of **Carte D'Or Vanilla** and 1 scoop of **Carte D'Or Triple Chocolate**.
3. Decorate with 3g of chocolate pieces, cream and a little chocolate sauce.

INSPIRATIONS

BAILEY'S ICE CREAM SUNDAE

- 50ml Bailey's Original Irish Cream
- 2 scoops of Carte D'Or Vanilla (400g)
- 60g broken chocolate-covered pretzels
- Waffle cone

1. Place 2 scoops of **Carte D'Or Vanilla** ice cream into a sundae glass.
2. Pour over Bailey's Irish cream. (Check if you need to add more ice cream).
3. Break up some chocolate-covered pretzels into the sundae glass.
4. Press the cone in, upside down.





INSPIRATIONS

CARTE D'OR MILKSHAKES

1. Create a Carte D'Or shake with cold milk, juice or yoghurt.
2. For best results use a 50:50 mix of ice cream and liquid, ensuring the milk, juice or yoghurt are cool before mixing.
3. Blend the milk, juice or yoghurt adding 2 scoops of **Carte D'Or** ice cream until the mix is fully combined.
4. Serve in a milkshake glass
5. To finish decorate with whipped cream and sauce, add toppings such as crushed biscuits, chocolate chips, marshmallows etc.



INSPIRATIONS

L'IDÉALISTE STRAWBERRY CHEESECAKE STACK

- 4 scoops **Carte D'Or Strawberry** ice cream
- 20g **vanilla** cheesecake
- 12 **strawberries**
- 10 g **strawberry sauce**
- 25g **peeled pistachios**
- 1 **lime**

1. Place the cheesecakes on the center of the plates.
2. Place a big, round scoop of **Carte D'Or Strawberry** ice cream on top of the cake.
3. Cut the strawberries in halves and put them on top of the cheesecake, around the ice cream scoop.
4. Drizzle some strawberry sauce around the dessert.
5. Finely grate some lime zest on top and add finely chopped pistachios.




CARTÉ D'OR®

Pricing

RTM & PRICING SCHEDULE

VARIETY	CASE SIZE	CASE YIELD	GLUTEN FREE	LACTOSE FREE	WHOLESALE CODES	PRICING
Vanilla	5.5 Litres	1 x 5.5 Litres				
Strawberry	5.5 Litres	1 x 5.5 Litres	*			
Triple Chocolate	5.5 Litres	1 x 5.5 Litres				
Strawberry Cheesecake	5.5 Litres	1 x 5.5 Litres				
Caramel	5.5 Litres	1 x 5.5 Litres				
Mint Chocolate	5.5 Litres	1 x 5.5 Litres				
Kids Marshmallow	5.5 Litres	1 x 5.5 Litres				
Brownie	5.5 Litres	1 x 5.5 Litres				
Pistachio	5.5 Litres	1 x 5.5 Litres				
Blue Candyfloss	5.5 Litres	1 x 5.5 Litres				
Banana Chocolate	5.5 Litres	1 x 5.5 Litres				
Stracciatella	5.5 Litres	1 x 5.5 Litres				
Spagnola / Cherry Swirl	5.5 Litres	1 x 5.5 Litres				
Cookies & Cream	5.5 Litres	1 x 5.5 Litres				
Vegan Vanilla	2.4 Litres	2 x 2.4 Litres	*	*		

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Contact Details






CARTE D'OR[®]



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