



The Brand

Alfero Artisan Gelato aims to bring to Singapore the real experience of home made Italian gelato produced with the best quality of imported ingredients and freshness and taste guaranteed. It is designed and catered to the market with a whole unique taste of authentic Italian products with quality assured. Alfero Artisan Gelato is the true Italian gelato that even the Godfather loves it!

The Philosophy

Alfero Artisan Gelato believes that everyone deserves to enjoy a great Italian gelato made as it should be.

Here we have 3 principles guiding everything that we do:

Be Natural – we make all our products in the most natural way possible with no preservatives.

Be Nice – we will always offer you a smile whenever you step into Alfero Artisan Gelato to sample or to buy a gelato.

Be Excellent – we offer you the best Italian gelato you can find in Singapore every time.

This is not just a business, but a lifestyle philosophy - offering and rediscovering the taste of authentic Italian products such as gelato, without sacrificing quality. Alfero Artisan Gelato conforms to a philosophy based on taste and an unforgettable customer experience. We consider that “what we put inside our body” is far more important of what some people think, and that taste and quality matters!

The Concept

Alfero Artisan Gelato is prepared with a mixture of high quality ingredients – milk, cream, sugar, eggs, fruits, chocolate, nuts, etc. with a high nutritional value. Italian gelato contains less fat than ice cream, has less incorporated air and is served at a higher temperature (-13 degree celsius). Our gelato provides a greater flavour experience because there is less fat that coats the tongue, more flavour per spoonful (due to less air), and the taste buds are more alive since the temperature is not so cold as to numb the sensitivity. The lower fat content also means fewer calories to burn.

We invite you to come to Alfero Artisan Gelato to taste gelato the way it was once made - using the traditional handcrafted style.

It's all about quality for us, from the ingredients, to the process, to your cone and we believe you will agree.

It is a perfect after meal snack which is appetizing and easily digested. In a nutshell, Alfero Artisan Gelato is to industrial ice cream as a home-made cake is to a supermarket snack.

Background of Alfero Gelato

Owner: Marco Alfero (Italian)

With a background in Accounting and Finance, Marco Alfero was a Finance Manager in the semiconductor industry for more than 10 years. As a kid, he has always love eating gelato and would even eat gelato like a regular meal. He still loves eating gelato and has always dreamed of becoming a gelato chef. After being in the corporate world for 15 years, Alfero has decided to pursue his dream and take on a professional approach to fulfill his passion.

He is trained and certified by the Gelato University of Carpigiani in Italy. In September 2011, he opened his first gelato cafe in Marina Square. His other retail shop in MacPherson Lane (which is also a laboratory where the gelato is freshly made) was opened a month later.

Success Factors

- No gelato player in Singapore has yet to bring in such gelato made with freshly imported ingredients from Europe.
- Singapore will be exposed to the real Italian gelato made with fresh ingredients that will leave a more satisfying experience. We are confident that customers will keep coming back for more.
- 100% truly Italian

Unique Selling Point

With a more health conscious mindset of consumers, there is an increasing demand for high quality food at an affordable price has propelled us to provide a unique product that is both tasty and healthy.

Alfero Gelato **imports most if not all of the ingredients from Italy**. The objective is to make a gelato as you would prepare it for your children. Singapore consumers would be able to enjoy eating the real Italian gelato as if they were in Italy.

Shop Concept

Alfero Gelato will change the way people eat ice-cream. We aim to create a “gelato lifestyle” that people will embrace in Singapore. It is not just a place to get a gelato, but it is also a gathering place for socializing and intellectual discussion. Free wireless high-speed Internet access to enhance the experience for students, working professionals and web surfers who take advantage of this free service while enjoying their gelato.

The design of our shop is mainly black and white in colour that symbolizes class and sophistication. There is also a touch of gold that is associated with luxury and quality. Our gelato shop is a cultural and gastronomical embassy of Italy. Designed in a stylish contemporary setting, the ambience upholds the cultural feel. The colors, the setting and the experience enables one to not only have a taste of Italy, but a feel of Italy itself.

For coffee-lovers, we will also be serving Italian coffee (cappuccino, latte and espresso).



Retail shop and laboratory in MacPherson Lane