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ROMA FIRENZE BOLOGNA PALERMO CATANIA NAPOLI MILANO TORINO

PROFESSIONAL TRAINING COURSE FOR ICE CREAM MAKER

The training course for "Ice Cream Makers" organized by ANPA (National Academy for the Hotel's Professions), with the patronage of the FIP (International Federation of Pastry, Ice Cream and Chocolate makers), the APCI (Italians Chefs Professional Association) the Sicilian's Pastry Chefs and Chefs Mouvement and the Napolitano's Pastry Chefs Association and the partnership of OMAB S.r.l., G&P Center and Alvena, is articulated in three main levels:

- **a first level (basic)**, awarded with the Qualification of "Apprentice Ice Cream Maker"
- **a second level (advanced)**, awarded with the Qualification of "Qualified ice Cream Maker"
- **a third level (specialistic)**, awarded with the Qualification of "Master Ice Cream maker"

The structure and the organization of the course will offer to each student the ability to customize their training on their personal profile and their professional and /or business objectives they intend to reach.

COURSE FOR ICE CREAM MAKER (SPECIALISTIC LEVEL)

The training course for "Ice Cream Makers" (specialistic level) organized by ANPA (National Academy for the Hotel's Professions), with the patronage and the collaboration of the FIP (International Federation of Pastry, Ice Cream and Chocolate makers), the APCI (Italians Chefs Professional Association) the Sicilian's Pastry Chefs and Chefs Mouvement and the Napolitano's Pastry Chefs Association, is the third step preview by the training program. The course is addressed to those who have already attended the two first level of the professional training course for "Ice Cream Makers - basic and advanced level " and have achieved its awarded Qualification in " Qualified Ice Cream Maker", as well as for ice cream makers, pastry chefs and other professionals profiles of the field who wish to upgrade and to improve their knowledges with the purpose to manage their own Ice Cream laboratory. The course will focus on the analysis, the management and the cost control, the keeping of account, the Food Cost, the relations with customers and suppliers, the legislative requirements needed for starting a craft activity and the technical design and furnishing of a ice-cream shop. The teaching of the course is entrusted exclusively to Masters Ice cream Makers and Marketing Experts of proven experience and high professionalism.

EDUCATIONAL PROGRAMM

- **Marketing Techniques and Concepts (9 hours)**
The customers, analysis of the demand, the supply and the competition, the importance of communication, marketing and communication strategies, promotional techniques to launch an ice cream shop, advertising, brand and imagine design, the food cost applied to ice cream business, the business plan for opening an ice cream parlor.
- **Guide to the design and décor of an ice cream parlor (6 hours)**
Analysis of the parameters of the communication space and visual communication, analysis and identification of the typological elements that contribute to the creation of the atmosphere, analysis of the latest architectural trend
- **Legislative requirements to start an ice cream parlor (3 hours)**

START COURSES	Every month
DURATION	18 hours of practical training, with the possibility to carry out a subsequent path of stage from 1 to 6 months in company
PARTICIPANTS	Max 15
FREQUENCY	Three times a week (Monday, Wednesday, Friday)
TIMETABLE	15.00 – 18.00
COST	€ 600,00 + VAT 22%
STAGE	Allowed students to meet the requirements of Article. 18, paragraph 1, letter d of Law 196/1997 and art. 11 of Legislative Decree 13 August 2011. For the activation of the stage is scheduled payment of € 150,00 + VAT 22 % to answering internships ANPA, only upon verification by the same requirements of the participant the performance of the internship. This fee covers the training period from 3 to 6 months exclusively within a single structure. If the student intends to carry out the training period in most structures, for each activation stage it will be necessary to pay the sum of € 150,00 + VAT 22 %
INSTALLMENTS	€ 232,00 + 1 installment of € 500,00

With the patronage and the collaboration of:

