

Rossi Ice Cream: faster production and super tax savings for ice cream manufacturer in the UK



Rossi Ice Cream

Key facts about the company. Rossi has been producing award-winning ice cream in Essex since 1932; based on a traditional Italian recipe of fresh milk, butter and double cream. Almost 90 years later with a long-standing heritage, Rossi continues to be loved by generations throughout the county and beyond.



Challenges

- Following a change of ownership, the team at Rossi Ice Cream wanted to invest in a state-of-the-art production line. The technology would enable the business to produce its goods faster and more efficiently, and significantly increase profitability.
- Given the pressures of the economic period, however, the company did not want to purchase the equipment outright but preserve cash flow to grow the business.

Solution

- Rossi was recommended Siemens Financial Services (SFS) by its supplier Matrix Ice Cream Machines – a Siemens OEM with a longstanding trusting, relationship with SFS.
- Based on Rossi’s business model and plans for the future, SFS recommended hire purchase (HP). Not only would the agreement spread the cost of investment and reserve capex, the company could also take advantage of the super-deduction initiative, whereby a company investing in qualifying new plant and machinery assets is able to claim 130% of the equipment’s value in year one.
- As part of the HP solution, Rossi paid the VAT as a deposit enabling further tax savings.

Benefits

- With its Siemens controls, the new equipment and technology from Matrix Ice Cream Machines enable greater agility and oversight, meaning Rossi can adjust production to meet sudden changes in demand while also minimising variability.
- The speed and efficiency of the new production line has almost halved underlying manufacturing costs and Rossi can now manage all production in-house with no reliance on a third party.
- The dedicated account manager at SFS is in regular contact with Rossi and continues to check in to learn how the business is evolving and how the team can offer further support.

“Investing in a business where week-on-week demand can vary by a factor of 3 times during a downturn isn’t easy but the team at SFS understood the potential of the machinery and made the process really efficient.”

James Sinclair,
Managing Director, Rossi Ice Cream

