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Franchise Information Pack
South Australia

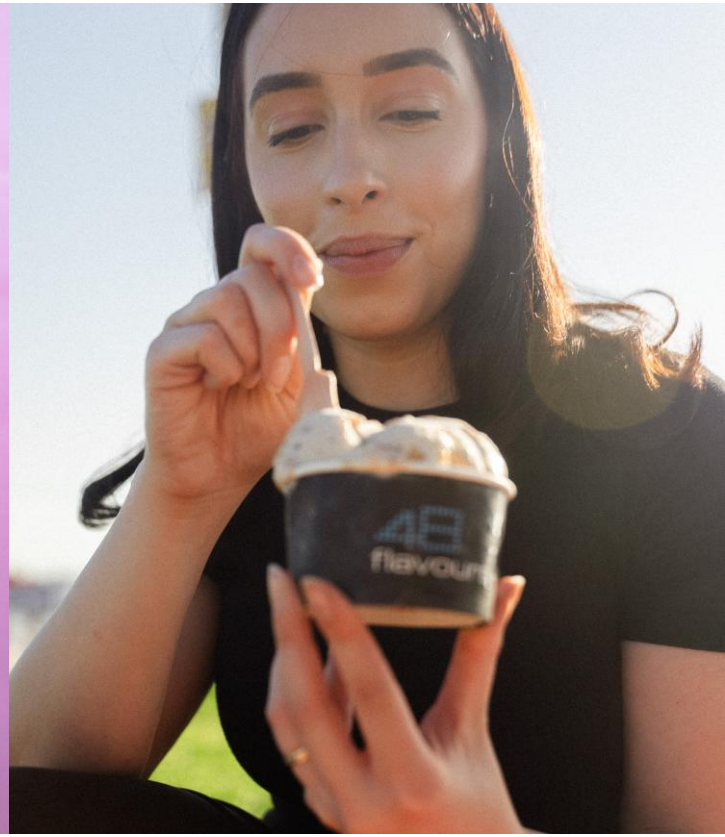
Join South Australia’s leading gelato brand

Traditional Italian Artisan Gelato

Thank you for your interest in 48 Flavours and for considering a partnership with one of South Australia's most recognised, respected, and loved gelato brands.

As founder of 48 Flavours, I am proud to share our story and future with you.

Brian O'Donnell



Our Brand

At 48 Flavours, our mission is simple: to create gelato that brings people together and turn an everyday treat into a memorable experience. Over the years, we have worked hard to make our brand synonymous with quality, fun, and joy, creating a product and experience that can truly make people smile.

We are proud to be a family-owned and operated gelateria. For us, every store is more than a business: it's a community hub where customers become friends, and friends become family. Our brand is our most important asset, representing the magic of great flavours, memorable moments, and happiness shared.

Our name says it all. With 48 flavours always available, we're committed to variety, creativity, and surprise. From classic favourites to bold new creations, there's always something fresh to discover at 48 Flavours. Our iconic logo featuring 48 coloured dots, each a different hue reflects this dedication to variety, colour, and delight, symbolising the joy our gelato brings to every customer.

Our Story

Founders Brian and Teresa had more than 20 years of experience in the food and hospitality industry when their gelato journey began. Ready to embark on a new culinary adventure, they set out to create something truly special.

In 2012, a delicious dream was brought to life. Inspired by Teresa's Italian heritage and Brian's passion for food, 48 Flavours was born. From the outset, Brian embraced traditional Italian gelato-making methods, blending time-honoured techniques with a flair for innovation to create gelato that was as authentic as it was original.

Just two years later, 48 Flavours opened on Gouger Street, just steps from the iconic Adelaide Central Market. Surrounded by vibrant food culture and fresh local produce, it was the perfect setting to showcase bold and unique flavours.

Since opening its first Adelaide store in 2014, 48 Flavours has grown into a network of six family-owned and operated stores, supported by an expanding manufacturing base.

What sets the brand apart is a simple promise: there's always a flavour for everyone. By pushing boundaries in flavour innovation while staying true to tradition, 48 Flavours has carved out a unique position in a competitive market.

Today, we continue to evolve, introducing new products, flavours, and store locations each year.

Our Products

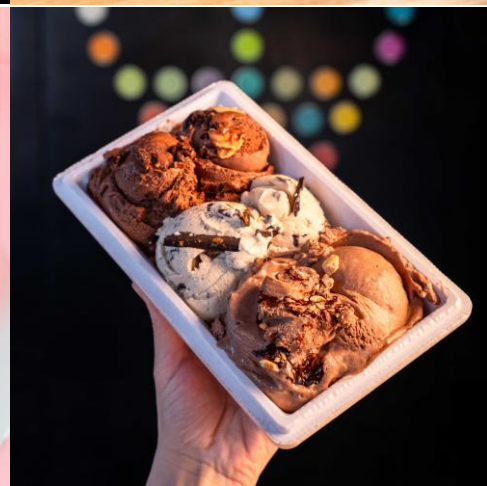
At 48 Flavours, every scoop reflects our team's skill and dedication. Our artisan gelato is handmade daily at our Trinity Gardens manufacturing facility, using only the freshest ingredients and sourcing locally wherever possible.

We offer something for everyone: cups and cones for an in-store treat, takeaway tubs for sharing at home, indulgent shakes and gelato cakes for special occasions, and convenient delivery through our partners Uber Eats and DoorDash.

True to our name, we always have 48 flavours on offer: from timeless classics to bold, innovative creations. We continually introduce limited-edition flavours, giving our customers new reasons to return and discover what's next.

Our award-winning gelato has been recognised with over 50 state based, national and international awards, cementing our reputation for quality and excellence.

For franchise partners, this diverse and ever-changing product range is a key strength: it drives repeat business, attracts a wide customer base (from families to foodies), and maximises revenue opportunities across dine-in, takeaway, and delivery channels.



Awards & Recognition

Over the years, 48 Flavours has been celebrated for its commitment to quality, innovation, and flavour excellence. Our gelato has earned over 50 gold and silver medals, reflecting the skill, creativity, and dedication of our team. From prestigious state competitions to international accolades, these awards highlight our standing as one of South Australia's most respected and admired gelato brands.

2015 Gelato World Tour

48 flavours was awarded second prize in the Gelato World Tour Semi Final held in Singapore with their ***Roasted Walnut and Honey Crunch***. A flavour that was celebrated for its complexity and the way that it championed quality South Australian produce.

2017 Gelato World Tour

48 flavours was awarded the 'People's Choice Award' at the Gelato World Tour Final held in Rimini, in the culinary heart of Italy. 48 flavours ***Pear, Fig, Gorgonzola and Roasted Walnut*** flavour was voted as the 'People's Choice' among the over 20,000 people that attended the competition. This out of the box dessert that used a creamy mild blue cheese as a base, celebrated classic Italian flavours in a new and unconventional way and ultimately lead 48 flavours to be recognised on the world's biggest Gelato stage.

South Australian Dairy Awards

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2016 Gold Medals
- Vanilla
- Walnut Honey Crunch
- Pistachio

2017 Gold Medals
- Pear & Gorgonzola with Organic Fig & Walnut *(Champion Gelato)*
- Vanilla
- Pistachio
- Coffee
- Biscuit
- Wild Strawberry Cheesecake

2018 Gold Medals
- Salted Pistachio *(Champion Gelato)*
- Pear & Gorgonzola with Organic Fig & Walnut
- Mango & Toasted Coconut
- Hazelnut
- Belgium Chocolate

2018 Gold Medals (cont).
- White Choc Caramel & Macadamia
- Caramelised Fig & Honeycomb Pannacotta
- Ferrero Rocher
- Banana & Peanut Crunch

2019 Gold Medals
- Salted Caramel & White Chocolate with Brownies
- Strawberry & Basil *(Champion Gelato)*
- Colombian Coffee

***2020-2021**
DIAA SA Dairy Awards were not held due to Covid-19 pandemic.

DIAA Dairy Industry Association of Australia

2022 Gold Medals
- Salted Caramel Fudge
- Salted Pistachios & Cranberries *(Champion Gelato and Most Outstanding Dairy Exhibit 2022)*
- Banana, Peanut & Chocolate

2023 Gold Medals
- Salted Pistachio
- Hazelnut
- Willowbend Godfather Coffee
- Salted Caramel
- Banana
- Lemon Cheesecake
- Pear, Fig & Gorgonzola

2024 Gold Medals
- Spiced Apple Crumble
- Choc Peanut Brownie
- Fig & Honey Pannacotta

2025 Gold Medals
- Madagascan Vanilla *(Top Gold)*
- Double Choc Berry Brownie
- Salted Pistachio *(Champion Gelato and Most Outstanding Dairy Exhibit 2025)*
- Biscoff Caramel & Irish Cream
- Banana Bread with Whipped Ricotta & Honey
- Lemon Cheesecake *(Top Gold*
- Pear, Fig & Gorgonzola with Roasted Walnuts
- Gianduja Royale
- Pannacotta & Pistachio Croccante
- Black Sesame
- Coffee
- Sicilian Pistachio Crunch

Brand & Customer Engagement

At 48 Flavours, we take a modern, multi-channel approach to drive foot traffic, sales, and brand loyalty. Our strategy combines active social media engagement, a customer loyalty program, targeted website content, and search engine optimisation (SEO) to ensure customers can easily find and connect with our stores. By leveraging these channels, we create meaningful interactions, build long-term relationships, and support consistent revenue growth.

We regularly run seasonal campaigns, product launches, and limited-edition flavour promotions to keep customers engaged and excited. Our social media presence not only promotes our gelato but strengthens the sense of community around the brand, encouraging shares, reviews, & repeat visits.

Club 48 Rewards

Club 48 is our customer loyalty program, designed to drive repeat visits, increase spend, and build lasting relationships. Members earn points with every purchase, redeemable for free gelato, exclusive offers, and special promotions.

The program also provides valuable insights into customer behaviour, preferences, and purchase patterns, enabling tailored state-wide or store-level initiatives that maximise engagement and sales.

For franchisees, Club 48 offers a powerful tool to reward customers, encourage repeat visits, and grow store revenue, while contributing to the overall strength and visibility of the 48 Flavours brand.

Store Design

Thanks to the simplicity and efficiency of our store operations, 48 Flavours can adapt its store designs to suit a variety of spaces while maintaining operational efficiency and delivering a high-quality customer experience. Our layouts are carefully planned to optimise workflow, help staff serve customers quickly, and showcase our products in an inviting environment that encourages customers to linger, enjoy, and return.

Why 48 Flavours Stands Out in the Market

Simple System with Endless Variety
Running a 48 Flavours store is refreshingly straightforward. Our artisan gelato is handcrafted at our Trinity Gardens facility and delivered direct to your store, ready to scoop. With over 100 flavours and new creations constantly in development, there's always a flavour for everyone, allowing stores to cater to their local community.

People First Brand
Customer happiness is at the heart of everything we do. Our stores are vibrant, inviting spaces where people of all ages connect, share moments, and enjoy gelato together. This approach has built a loyal following, attracts a wide customer base, and keeps the brand top-of-mind across South Australia.

Fast, Fun & Family Friendly
Gelato should be fast, fun, and full of memories, something special to share at any time of day. Stores are designed for speed and simplicity, so queues move quickly, and the focus stays on enjoying the moment. Whether it's a family treat, a late-night indulgence, or a quick takeaway, 48 Flavours makes it easy to connect, celebrate, and enjoy.

Franchisor Support
From day one, franchisees receive comprehensive training, hands-on guidance, and ongoing support to ensure success. We're invested in your growth every step of the way.

Minimal Wastage
Stored at -13°C, our gelato retains its creamy texture and flavour far longer than refrigerated alternatives. This reduces wastage, simplifies stock management, and boosts profitability for franchisees.

Established, Award-Winning Brand
With over 50 national and international awards, 48 Flavours is one of South Australia's most recognised gelato brands. Our reputation for quality, creativity, and innovation gives franchisees a head start in building customer trust and loyalty.

What Our Customers Say

Real words from real fans!

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Went there after dinner. Amazing collection of ice cream flavours. Have some sitting options. I had tiramisu flavour and my colleague tried durian flavour too. Highly recommend this place 👍🏻 ⭐

Indu K.

Wow wow wooooww!! Absolutely the best place to enjoy gelatos. They have soooo many options, some are vegan friendly and most of them (except the Rum & Raisin one) are halal friendly!! ✨ ✨

Alyaa A.

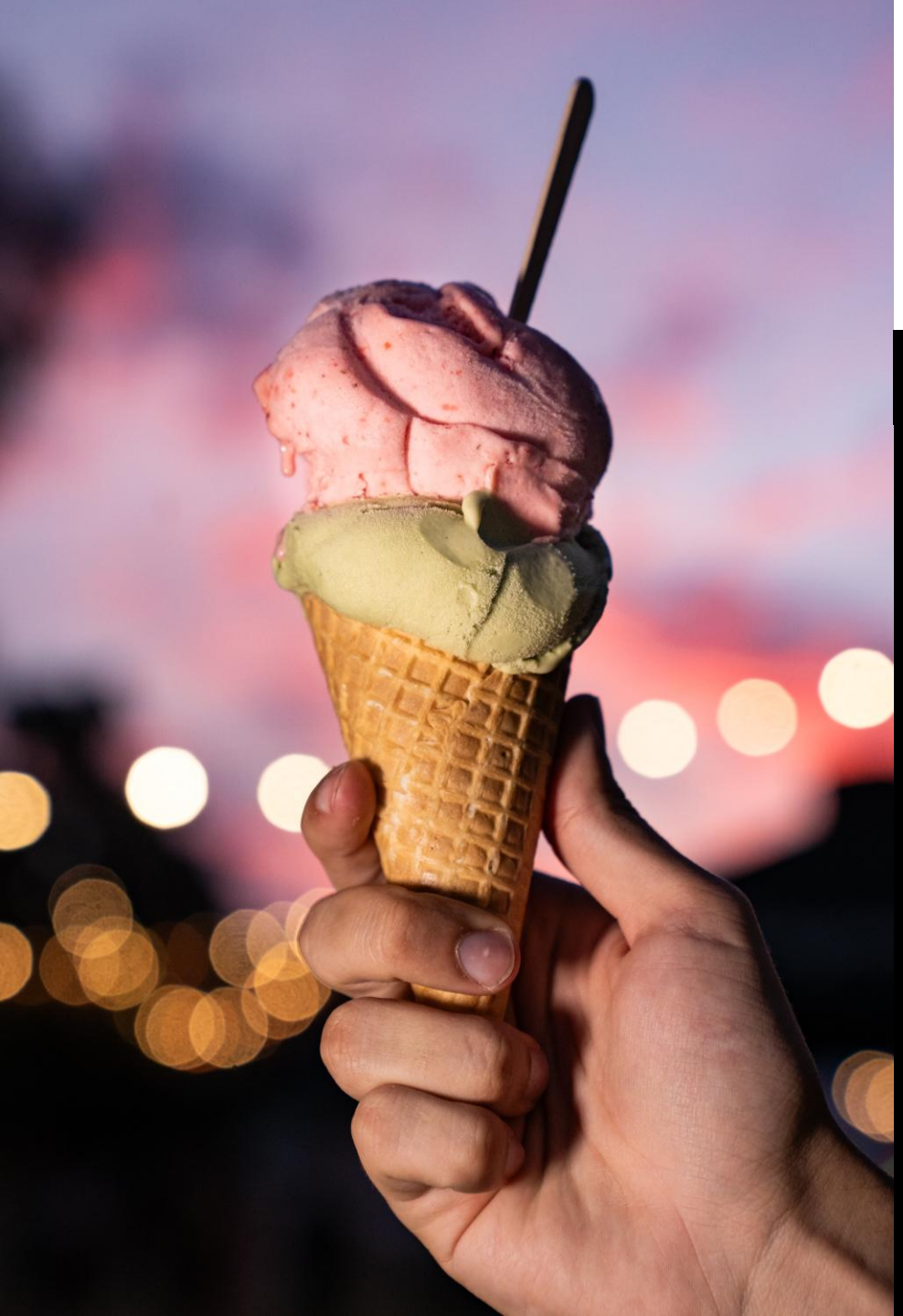
Amazing flavours you can try here! The staff always are accommodating and friendly when the kids want to try a taste sample! This is muchly appreciated.

Theresa T.

Wow, Love Love Love at least 48 times :)

The array of taste sensations make decision really difficult and gives you good reason to return again and again.

Peter C.



Becoming a Franchisee

As 48 Flavours enters an exciting new growth phase, expanding into franchised stores, we are looking for exceptional people who share our passion for high-quality food and outstanding customer service.

We seek franchise partners who are energetic, resilient, and hands on; people who lead and motivate their teams, put customers at the heart of everything, and are prepared to put in the effort required to build a successful business.

Becoming a 48 Flavours franchisee is a full-time commitment. Owners are expected to be closely involved in day-to-day operations, from staff training and development to local area marketing and community engagement, to financial management. This ensures every store performs at its best and reaches its full potential.

Typical investment ranges between $300,000 and $500,000, with royalties at 5% and a marketing fund of 2%. The term of the franchise is 5 years, with an option to renew for a further 5 years. Franchisees may also have the opportunity to purchase existing company-owned stores, if available.

To help you understand what's involved, applicants will have the opportunity to spend time working in a store during the application process.

To protect our brand and maintain consistency, franchisees must operate their stores in line with 48 Flavours' standards, systems, and procedures.

Interested?
Take the first step...

If you're ready to bring your skills, passion, and experience into owning and operating a 48 Flavours franchise, we'd love to get to know you better and learn about your aspirations.

Process to becoming a 48 Flavours franchisee

- **Submit Expression of Interest**
  Take the first step toward joining the 48 Flavours family.
- **Complete Franchisee Questionnaire**
  Share your skills, background, and goals.
- **Welcome Chat**
  An informal discussion to answer questions and explore fit.
- **First Interview**
  A deeper conversation about your goals and the opportunity.
- **In-Store Experience**
  Spend time in a store to understand day-to-day operations.
- **Second Interview & Final Approval**
  Formal assessment and confirmation of suitability.
- **Site Selection or Purchase**
  Secure a new site or, if available, purchase an existing company-owned store and sign the franchise agreement.
- **Training Begins**
  Comprehensive training prepares you for a successful launch.

Please email brian@48flavours.com.au to register your interest in becoming a 48 Flavours franchisee.