

Prime Gelato

Prime Gelato Ltd stresses the importance of the small business sector on MicroBizMatters Day

FOR IMMEDIATE RELEASE

11 JANUARY 2019 - Small business comes into the spotlight today, with MicroBizMatters Day and its focus on enterprises with nine employees or fewer, and a turnover no greater than £2 million a year.

There are many ways to get involved in this annual occasion, from watching events via social media to attending the day's live event and sharing information across your social media networks.

One such local business is Prime Gelato Ltd, a small business in the food hospitality industry, based just a few minutes from the British Museum, near Shaftesbury Avenue's theatres, making it the perfect place for a pre or post-show treat.

Consumers love the great range of incredible flavours, including gourmet and vegan options, while waffles and other hot puddings are hugely popular during the winter months.

It also sells ice cream in its trademark original flavours to bars, shops, restaurants and hotels, while products can be personalised.

The company has been successful since opening in August 2017 and tops the relevant Google and Trip Advisor search results.

Owner Mirko Mazzone says: "It's always competitive, but we've clearly been able to capitalise on London's fantastic tourist trade to our advantage.

"I'd urge everyone to do one thing to support a small business, no matter how tiny the action may seem. It can be all too easy to forget the contribution smaller businesses like Prime Gelato make to the economy as a whole – it's a vibrant, dynamic sector."

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Notes for Editors

For more information about Prime Gelato contact Mirko Mazzone on 07840 803338 or email info@primegelato.co.uk
You can also visit: <http://www.primengelato.co.uk/index.php>

To find out more about MicroBizMatters Day, visit: <https://microbizmattersday.rocks/>