

# Interview:

## Mirza Humayun Ahmed, Temptations Italian Gelato

*Mirza Humayun Ahmed is an entrepreneur who has diversified from publishing into the food business by opening a genuine Italian Gelato Parlour, Temptations in the City Dolmen Mall, Clifton, Karachi, the most exclusive and brand new shopping centre in Karachi. PFJ recently caught up with him to learn about his new venture. This is a perfect example of entrepreneurial initiative and potential in Pakistan.*

**Your family has been involved in the publishing and printing business for generations. What made you venture into the food business?**

In my family's publishing business we have always given ultimate importance to quality of the books we publish. That has been the key to our success in publishing. The same principle applies even more to the food business as we are dealing with the health and well being of our citizens. We all want to have the best quality and satisfying food. Food has now become the most important source of entertainment for our society and our young generation is well up to date with the international trends in all aspects of life including food. Fast food chains both national and international are now an part of our youth culture. Restaurants, cafes and food outlets catering to all stratas of society are doing remarkable business these days.

The urban consumer market of Pakistan is now at par with any modern city of the world in terms of the choice and variety of good food. That is the reason we have diversified into the food business.

**What made you choose an item such as Italian gelato? Is there a market potential for another icecream product in Pakistan?**

I would like to correct you here. Italian gelato is not an ordinary ice cream. True Italian gelato is a frozen desert made with made with a wide range of natural ingredients including dairy as well as fresh and driedfruits as well as nuts such as



*Mirza Humayun Ahmed, Owner, Italian Gelato Parlour, City Dolmen Mall, Clifton Karachi.*

pure pistachio, almonds etc. This artisanal product is gaining popularity the world over. I believe there is a huge scope for the high quality gelato in Pakistan which is not mass produced or includes any artificial ingredients or flavouring.

**How did you come up with the idea of gelato outlets in Pakistan?**

In the past whenever I visited Europe, particularly Italy, Italian gelato is something I enjoyed the most, due to its unmatched quality as well as the presentation. The most attractive displays of gelato in all corners of Italy make it irresistible to anyone with a sweet tooth. That is why we have selected the name Temptations. Our promotional slogan is "Resist anything but Temptations."

The unique presentation of gelato in high tech display counters has not been available in Pakistan till today. I am very proud of the fact that my outlet Temptations will be equipped with TONDA the first round and rotating display by IFI

from Italy, one of the leading manufacturers of gelato display and bar counters in the world.

**Quality products depend upon good ingredients. How do you source your ingredients?**

Almost all the ingredients we use are imported from Europe. Also all our equipment and machines including display counters are imported from world renowned machinery manufacturers in this field.

**Q. Would you have any other specialty at Temptations besides gelato?**

We also have frozen yogurt in a variety of flavours for the health conscious. For the younger generation we have developed special shakes made with assorted branded chocolate bars that is another first in Pakistan.

**What factors did you consider for location of your gelato parlor?**

We have selected the new City Dolmen Mall Clifton as the location of our first outlet in Karachi. This venue is ideal for us because it is in the biggest and the most modern mall of the country with leading local and international brands. This mall due to the high quality retail outlets attracts customers from all localities of Karachi, a city of more than 20 million people.

**What are your plans for future expansion?**

We are planning to have a few more outlets in Karachi before we venture out in other large urban centers of Pakistan. ♦