



## In the Beginning

Pietro and Luisa Rossi moved from Consett, County Durham to Southend in 1932 to start an Ice Cream business with a local family, also called Rossi. They started trading at 1 Marine Parade, 37 High Street, and Western Esplanade.

The partnership was dissolved in 1937 and Pietro Rossi kept 1 Marine Parade and Western Esplanade together with a small kiosk along Westcliff Seafront. Their eldest daughters, Gemma and Maria, helped in the business whilst their youngest daughter Lolanda and only son Tony attended the Sacred Heart School, Southchurch. Lolanda then attended St. Bernards School until the outbreak of war and Tony was sent to a boarding school in Italy.

## The War Years

The family manufactured Ice Cream from 1 Marine Parade, Southend until 1939 at which time they had to vacate their premises as the seafront area was closed for military purposes.

Luisa and her two youngest children spent the war years in Italy, whilst Pietro and Maria remained in England, Gemma having married in 1937 to an ice cream businessman in Portsmouth. Pietro Rossi was interned as an alien on the Isle of Wight and Maria worked as a waitress to support her father.



## Flourishing 50s and Successful 60s

The end of the war saw the family re-united in 1946 and they resumed their business interests in Southend, selling ice cream from Marine Parade and their two sites along Western Esplanade. The 1950s & 1960s saw their business flourish and to cope with demand, built an Ice Cream factory in Lucy Road, Southend in 1967.

Luisa died in 1957 and Pietro died in 1968, their children having taken over the reins some years earlier. Rossi Ice Cream had now become a favourite with locals and visitors. Their Western Esplanade premises was a local landmark and attracted thousands of visitors every year. In 1969 they acquired a kiosk at the top end of Southend High Street, which proved to be a very busy site in the summer months and demand was always high for their traditional vanilla ice cream served from

stainless barrels using the 'spoon' to serve up the ice cream on the cone. Maria Rossi, by then Maria Fantauzzi was invited onto The Generation Game in 1983 to demonstrate this method of serving ice cream.

## Tradition meets the 21st Century

Following the deaths of Maria, Lolanda and Tony, Lolanda's widower Reg Dimascio sold the factory and kiosk and leased out the Marine Parade Shop in January 2006.

The business continues under new ownership manufacturing Ice Cream from Lucy Road to the same traditional recipe first introduced by Pietro Rossi in 1932, however, with the addition of modern administration practices this has enabled the company to operate more efficiently.



## Awards and Diplomas



Rossi Ice Cream have been winning awards and diplomas in the national ice cream competition since 1964. In 2007 Rossi won the gold trophy for the UK's top lemon sorbet and continues to win awards and diplomas year after year. In 2009 we were successful in achieving 1st place in both Leisure & Tourism and Excellent Customer Service categories in the Southend business awards.

In 2010 Rossi Ice Cream achieved accreditation with SALSA.