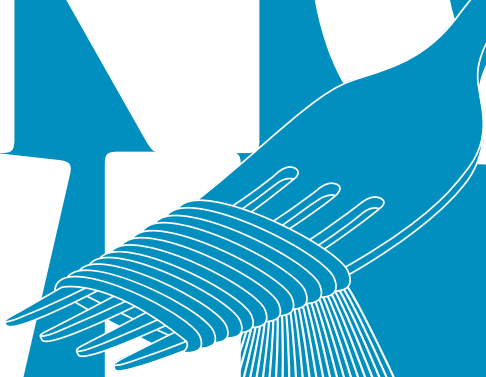


# SWITCH OUTS



snowlicious®

*Pinotti*





# The concept

A PRINOTH snow groomer, a professional kitchen, and a top chef. These are three very important ingredients for a top-class outdoor culinary experience ... Right where people are on holiday, relaxing or being busy with their favorite activities, or away from the hustle and bustle of everyday life in the search for new and exciting experiences. SNOWLICIOUS is a food truck on a snow groomer, following the footsteps of a modern service philosophy: quality, fast and easy.

The platform consists of a converted PRINOTH snow groomer with an incorporated professional kitchen. Dishes are prepared and served fresh on the spot, as you would expect from a legendary food truck. The recipes are the creations of the renowned Italian chef Andrea Campi, who is also the inventor of SNOWLICIOUS and a champion of fine cuisine "Made in Italy."

Unlike a truck, the PRINOTH tracked vehicle is perfect for use on the most diverse terrains. It moves smoothly on snow and sand, can reach event locations at almost any altitude, and is extremely resistant regardless of the weather. From beach parties to ski slopes, from fair grounds to festivals, the SNOWLICIOUS food truck makes a great impression.

Unforgettable feelings are the ingredients of memories. SNOWLICIOUS is the ideal concept for events and brand presentations because, on one hand, its platform always ensures the same high standard of excellence and, on the other hand, it can be easily adapted to any business standards and target group. SNOWLICIOUS is the ideal marketing tool that can cover plenty of ground with almost no effort.

The look and design of the snow groomer are highly customizable so that it can perfectly match the corporate design of a brand or company. But the original design of the SNOWLICIOUS food truck also becomes a tangible added value for the public attending events. Because of the culinary experience it offers and its ability to reach unique locations, SNOWLICIOUS is the perfect anchor for innovative storytelling.

The SNOWLICIOUS concept stands out on the snow, as well as at the beach or in any urban setting, making it the hotspot for any event and an authentic brand ambassador. Whether you hire or purchase the SNOWLICIOUS snow groomer, you will always receive the same unique all-round service. Off to new destinations!

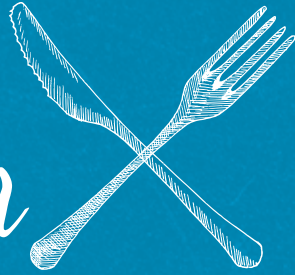


# The chef

It all started with an idea that came to Andrea Campi while he was working as a chef at a mountain refuge. After working half his life in Milan, he was tired of the urban scene and the repetitive spectacle of the chic metropolitan clientele. Campi was longing for something genuine, for a more rustic form of life and he found it in the mountains. For him, cooking became a new challenge and what was easy became difficult because the setting was very different. Nothing was in excess so everything was even more precious, even the ingredients for good food. Campi was not only at the stove: he pitched in everywhere it was necessary. He learned to use a chainsaw because he needed wood for the fireplace. He sat behind the steering wheel of snow vehicles to carry food to the refuge. He even tinkered on the engine if it ever got stuck somewhere. All this was fun to him, but it was also necessary if he wanted to make sure that his guests always had something good on the table - in any weather and even when he was short on staff. Campi was happy; his head was free. New ideas came to him. One of these was SNOWLICIOUS: the idea was to combine everything that had brought him so much joy: cooking, mechanics, and nature. The skill of his craft was at the center of it all and the focus on the essential, like fresh regional ingredients, and the flexibility of going where customers least expected it were highly appreciated. Andrea Campi then went on the search for partners to make his brilliant idea come true.

Andrea Campi is the owner and chef of "Osteria al Dosso" in Aprica, in Italian Valtellina (province of Sondrio). There, he has honed his skills in a cuisine that establishes a continuous dialogue with the natural surroundings, preferably using local products from the region. This same commitment to quality is also the cornerstone of the SNOWLICIOUS concept where Campi has taken aspects of the street food philosophy applying and adapting them to an alpine context. Depending on the area, Campi has created a variety of dishes for his SNOWLICIOUS customers in which quality goes hand in hand with a sustainable management of costs.

# The kitchen



The first thing that Andrea Campi needed to implement his concept was obviously a professional kitchen that he found straightaway from an Italian manufacturer near Treviso. For 35 years, Prisma has been manufacturing professional and industrial kitchens that embody the values of quality and innovation. Together, they worked painstakingly to fit the complete kitchen equipment into a compact space making it fit for being transported. At the same time, the kitchen had to be equipped with the most modern equipment and provide young and ambitious chefs enough freedom of movement to make creative dishes quickly and smoothly. The kitchen consists of two separate areas: the left part contains the sink, dishwasher, pantry, refrigerator, and working surface and is a fixed standard part of the SNOWLICIOUS basic configuration. The right part is modular and can be adapted according to the customer's requests with induction cooker, griddle, barbecue grill, pizza oven and fryer. In the standard version, the SNOWLICIOUS kitchen features a stainless-steel griddle cooker. However, customers can remodel this area as they please. Instead of the griddle, various optionals can be installed for an extra charge. PRINOTH provides its support in the configuration phase with its expert advice. You can find the technical data for the kitchen equipment on the back of this brochure.

The main principle followed in the layout of the kitchen equipment of the SNOWLICIOUS is to take into account the work flow in order to provide chefs with enough room for creativity and ergonomic space. The stove and kitchen appliances are very compact, but perfectly functional.



# PRINOTH TECHNOLOGY

Once Andrea Campi had designed the ideal mobile kitchen with a kitchen professional, he started his search for some suitable wheels. Of course, they had to be fit for all terrains, reliable, safe, stable, and the aesthetic design had to match. Since he was looking for the best technology in the snow groomer industry and an 100% "Made in Italy" concept, PRINOTH was the obvious solution.

No mountain too steep, no demand too big - this has been the motto of the PRINOTH snow groomers that have been driving over slopes around the world for more than 50 years now. The Sterzing-based company can look back on a long track record of success, shaped by the pioneering spirit of the company's founder and designer Ernst Prinoth. Thanks to this DNA, PRINOTH snow groomers are known around the world for the perfect combination of design, future-oriented technology and sustainability.

Two of the top models of the PRINOTH fleet have been chosen for SNOWLICIOUS: in Europe, the traditional LEITWOLF and, in North America, the BEAST power pack. Please get in touch with our consultants and we will assess whether your LEITWOLF or BEAST is compatible with the SNOWLICIOUS concept.



Prinoth

# THE PERFECT ALTERNATIVE FOR YOUR USED VEHICLE





# Events and service

Every event has its own special features and expectations to be truly unique. SNOWLICIOUS is a highlight that provides flexibility, ensures perfect brand presentation and offers exceptional added value to the culinary experience of your target groups.

## THE ADVANTAGES OF SNOWLICIOUS:

- + Flexible and mobile, suitable for almost any terrain - whether in the city, on the beach or on the ski slopes
- + Weather-resistant and rugged, it can be used all year round.
- + Cost estimate accuracy when planning (including cost of goods and personnel)
- + Commitment to quality through a unique gourmet concept and high-tech equipment

## SNOWLICIOUS CUSTOMIZATION:

- + Base paint of the kitchen unit and generator: black
- + Paint finish of the operator's cabin in the original colors of the respective vehicle model
- + Different wrap options are available: individual design according to customer request, ATOMIC version or original SNOWLICIOUS version
- + Branding according to customer request

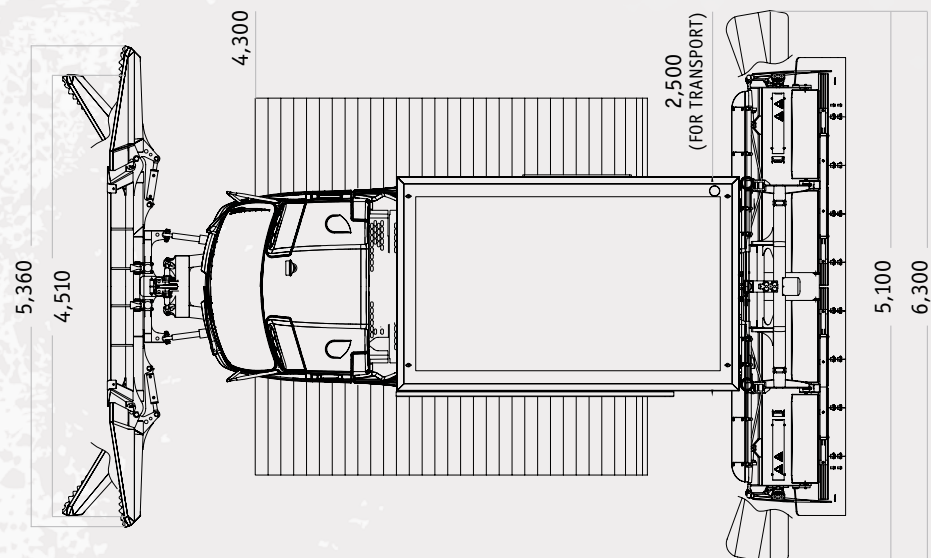
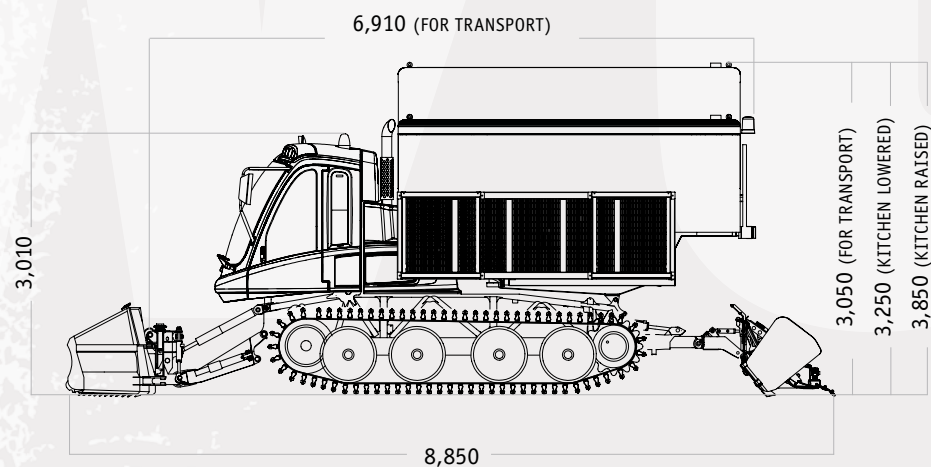
## SNOWLICIOUS SERVICE:

- + An all-round service from transport, through assembly, to the culinary concept is offered. Feel free to contact your PRINOTH partner to discuss the desired level of service and support.
- + In agreement with us, SNOWLICIOUS can also be operated independently.
- + The sound system provides excellent sound quality and adequate volume for any kind of musical setting. The roof of the vehicle cab can also be equipped with a DJ console, which can be reached with a ladder on the side, ensuring good visibility at a height of 5 meters (16 feet).



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## TECHNICAL DATA



Please contact PRINOTH for the BEAST dimensions.  
\*All specifications in mm

## KITCHEN

WATER TANK	100 liter loading (fresh water) (26.4 gal) 200 liter unloading (used water) (52.8 gal)
WORKING SIDE	2,240 mm length (88 in) 850 mm width (33.5 in) Sink with water tap Container for used water Fridge with 3 opening doors Space for garbage Storage space
COOKING SIDE CONFIGURABLE	2,275 mm length (90 in) 850 mm width (33.5 in) Equipment on request and based on needs: Griddle, induction, barbecue grill, fryer, pizza oven, microwave Filter exhaust hood

## KITCHEN CABIN

STANDING PLATFORM	Foldable stairs and sidewall
HEATING	Webasto 24V Air top evo 40
MAINTENANCE	Tilttable cabin
INTERNAL LIGHTING	LED

## GENERATOR

VISA AND OTHER	30 kW (40 hp) / 90 liter (23.7 gal) 62 kW (83 hp) / 90 liter (23.7 gal)
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## OPTIONS

DJ ROOF PLATFORM	Ladder and rail on roof
DJ CONSOLE	Pioneer DJM350 , 2cd CDJ350, headphones
SOUND SYSTEM	Upon request
WRAP	Upon request
CARGO RACK	2,5 m x 1 m; 100 kg (98 in x 40 in; 220 lb)
SIDE WINDOWS	Made of Plexiglas, openable

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## KITCHEN CONFIGURATION OVERVIEW



WORKING SURFACE  
SINK  
DISHWASHER  
PANTRY  
REFRIGERATOR  
OPTION: MICROWAVE



WORKSPACE  
FOR THE CHEF

1  
CONFIGURATION SECTOR

2  
CONFIGURATION SECTOR

3  
CONFIGURATION SECTOR

The kitchen consists of two separate areas: the left part contains the **sink, dishwasher, pantry, refrigerator and working surface** and is a fixed, standard part of the SNOWLICIOUS basic configuration. The right part is modular and can be adapted according to the customer's requests with **induction stove, griddle, barbecue grill, pizza oven and fryer**. In the standard version, the SNOWLICIOUS kitchen features a **stainless-steel griddle**. However, customers can remodel this area as they please. Instead of the griddle, various options can be installed for an extra charge. PRINOTH provides its support in the configuration phase with its expert advice.

1	2	3
<b>CONFIGURATION SECTOR</b>	<b>CONFIGURATION SECTOR</b>	<b>CONFIGURATION SECTOR</b>
+ FRYER	+ BARBECUE	+ INDUCTION STOVE
+ BARBECUE	+ GRIDDLE	+ WORKING SURFACE
+ GRIDDLE	+ INDUCTION STOVE	
+ WORKING SURFACE	+ WORKING SURFACE	
	+ PIZZA OVEN	

# References

Success has no secrets, but reasons. The success of SNOWLICIOUS lies in the fact that everyone likes the concept: the guest because it is innovative, yet authentic and the operator because it is flexible and highly customizable. The rise to the top of the gourmet snow groomer has just begun!

*"Andrea Campi is the snow food pioneer."*

– Gambero Rosso –

*"Audi and SNOWLICIOUS - a successful partnership for our winter events that has allowed us to introduce a new type of mountain experience."*

– Audi Group –

*"If the SNOWLICIOUS food truck comes to our ski refuge at the foot of the Sassolungo, it will be like having a ski paradise on earth!"*

– Igor Marzola, owner of Rifugio Emilio Comici Val Gardena ITA –

*"I am proud of our cooperation with SNOWLICIOUS and I am convinced that the concept will establish itself internationally."*

– Marco Rocca, Managing Director at Mottolino Spa. –

*"With SNOWLICIOUS, we provided a wonderful highlight at the Aspen 2017 Alpine Ski World Cup Finals. Sunshine, mountains and fantastic Italian food prepared by the SNOWLICIOUS team!"*

– Hilaire Paleni, Skis Rossignol SAS Racing Dpt –

*"The SNOWLICIOUS concept is an obvious choice for our resort; ringing delicious tacos and drinks, DJ music and a fun party directly to guests on the slopes."*

– Rob Spence, Vice President of food & beverage for Steamboat Ski Resort & Corporation –

SNOWLICIOUS - Hard Rock Café Grandvalira (ES)



SNOWLICIOUS on the beach - Riccione (IT)



SNOWLICIOUS - San Pellegrino Sterne Cup Ischgl (AT)





# Buy or rent

The response from the public has been so good that there is now a small fleet of gourmet snow groomers touring the mountains in Europe and North America and present at various hot spots. Rented or purchased by brand partners and ski resorts, they are setting new accents in experiential marketing.

- + **RENT:** We take care of SNOWLICIOUS, including the transportation, set-up, catering and everything that goes with it.
- + **SALE:** If you would like to use SNOWLICIOUS over a longer period, it is well worth thinking about purchasing it. Feel free to contact us and we will be pleased to guide you in finding the best solution.

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ROSSIGNOL

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*Pirotti*



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