



the **cone** company

*The Art of  
Baking*



making  
difference  
through quality....



# the cone company

As the name suggests The Cone Company is a venture to promote quality ice cream cones. The Cone Company is the part of three decade old Baking Specialty Group "HOMEMADE BAKER'S (INDIA) LIMITED".

## History

Company got into Rolled Sugar Cone Baking activity as a result of reliance of HINDUSTAN UNILEVER LIMITED on its Baking Skills and stringent quality standards.

The Hindustan Unilever Limited then known as Hindustan Lever Limited had persistent problem of sourcing good quality cones for its Cornetto Brand of Ice Creams manufactured in the Northern Part of India.

They relied on the experience and technical expertise of our company, which till that time was largely known for manufacturing popular Brands of Biscuit like Complan and Glucon D owned by Heinz in India and Kissan Greedy Biscuits owned by Hindustan Unilever Limited.

Company started producing Industrial Cones on a Jupiter 45 and the entire production of 23 Million cones per annum was sold to Hindustan Lever Limited for its Cornetto Ice Creams.

For next few years we were busy learning and improving our cone baking skills. Our Master Baker down the generation puts his every thought to look on well guarded recipes to turn out the crunchy delights. We at The Cone Company place higher priority on the product quality using the finest ingredients and packaging designed to provide maximum product freshness and protection.

All these years we realized that only the combination of excellent ingredients, most modern technology, permanent control and development ensures excellent result.

Going by the above philosophy we got our self a most modern Jupiter Oven from the world leader in Waffle Cone manufacturing machines WALTER WERK, Germany. This fully automated line is capable of making 55 Million cones per annum and the cones manufactured are automatically sleeved /jacketed before being packed.

Finally the combination of best recipe and the relevant technology has now made us fully equipped to manufacture the cones which are at par to the best cones manufactured globally.

## Quality Control, Food Safety and Service

The best of ingredients and technology would be of no use until it is supported by well defined Quality Control or Quality Assurance as we term it.

Food safe for Human Consumption is our focus and stringent quality procedures, analysis and control of critical points is our key to manufacture safe to eat food at THE CONE COMPANY.

Statistical Process Control Charting by highly experienced and quality conscious technicians and regular audits are our unique way to maintain quality of Crunchy delights.

All products pass through stringent quality inspection before dispatch to the customer.

All Vendors are HACCP/ ISO certified and stock rotation, FIFO, FEFO are in place in all our stores.

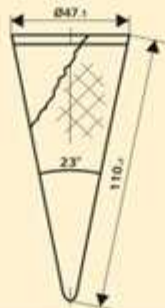
Food Safety is also ensured through GMP (Good Manufacturing Practices) and HACCP program is in place. A well equipped Laboratory ensures all inputs and finished products match the pre defined Physical, Chemical and Microbiological standards.

Adhering to the strict delivery schedules and availability of our product at short notice and product deliveries with minimal breakages are some of the unique features which speak of our service to the ice cream manufactures and vendors.

A proven track record and 100% customer satisfaction with reputed customer platform highlights our service standards.



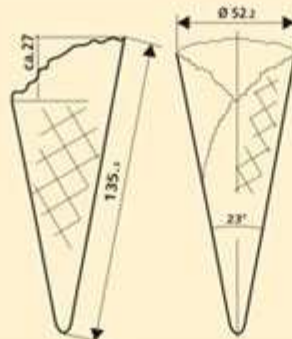
# Products



## Industrial Cone

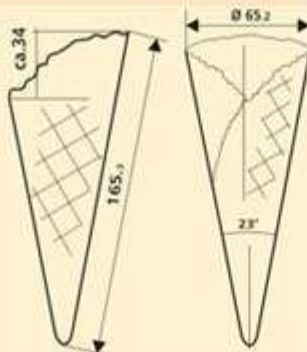
This most popular cone is largely used by the branded ice cream manufacturers globally. Only with change in sleeve/ jacket size the ice cream contents can be varied. This cone is supplied by us with or without sleeves/ jackets as per customer requirement.

The customized Sleeves/ Jackets sourced and supplied by us have excellent barrier properties in the refrigerated conditions.



## Natural Top Medium Cone

This natural top cone is ideal for dispensing ice cream from softy vending machine. A small portion of scooped ice cream can also be served in this uniform coloured cone. The touch production glue/non glued customized sleeves are supplied on special demand with regular and high volume orders.



## Natural Top Large Cone

This cone is the perfect accompaniment and must to relish the scooped ice cream. The ice cream eating experience is divine and the one just ends up saying YUMMY when ice cream is served in this cone. This high volume cone can also be used to serve multi scooped ice cream sundae with interesting toppings.

The touch protection glue/non glued customized sleeves can be supplied on special demand with regular and high volume orders.



## Sleeves/ Jackets

Dual to Multilayered sleeves and jackets are supplied with cones as per customers design and artworks. The sleeves are outsourced by us from the world leading suppliers of Foils and Packing Material.

These sleeves and jackets offer excellent moisture barrier properties in refrigerated and semi refrigerated conditions.

The touch protection sleeves and jackets are the solution offered to the parlour and showroom buyers.

The minimum order limitation exists in this product category.

\*The cone graphics shown above are not to scale and are purpose of reference only.

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