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GELATO WORLD TOUR: ALL THE WINNERS OF THE PREVIOUS STOPS IN THE FIVE CONTINENTS ARE GETTING READY FOR THE GRAND FINALE (5-7 SEPTEMBER, PARCO FELLINI, RIMINI), WHICH WILL DECIDE THE WORLD'S BEST GELATO FLAVOR!

Anzola dell'Emilia, Bologna, July 23th, 2014 – After having conquered the palates of thousands of people in Rome, Valencia, Dubai, Melbourne, and Austin, **the Gelato World Tour Village is ready to welcome lovers of artisanal gelato to Alexanderplatz, Berlin, on 22-24 August 2014.**

Berlin will be the final stop of the Gelato World Tour before the **Grand Finale which will be held 5-7 September in Piazzale Fellini in Rimini**, near Europe's most famous beach and next to the Grand Hotel made famous by the Rimini native Federico Fellini in his film *Amarcord*. Participants in the competition will include the finalists from all the previous stops. In fact, **24 artisans from five continents** will compete with their best flavor, and at the end of the event the **World's Best Gelato** will be declared. Fireworks will punctuate final celebrations.

The choice of Rimini as the location for the concluding event of this fantastic journey through the delicious world of gelato was due to the fact that this city is the home of Sigep, the International exhibition for the artisan production of gelato, pastry, confectionery, and bakery, created by Rimini Fiera. The local gelato shops of Rimini will be closely involved. **Dozens of shops, supported by CAN and Confartigianato, have already signed up to participate and have been added to the interactive MyGelato App. Specially designed flavors will guide visitors through tasting tours**, which, starting from Fellini park, will branch out in one direction towards Riccione, through shopping and wellness districts, and in the other direction towards Torre Pedrera, through areas of fun and water, not to mention the historical center. Many other initiatives will entertain the public, strengthening the bond among tour, local territory, and artisanal gelato shops.

The competition is being organized by two "top players" in the gelato world: the prestigious **Carpigiani Gelato University**, with its 13 campuses on five continents, and **Sigep – Rimini Fiera**, the most important artisanal confectionery trade show, along with the support of **Italian display case manufacturer IFI**, the only company in the world to use artisanal gelato to win the top design award – the Compasso d'Oro – thanks to the GWT Bellevue dipping case, and **MEC3**, top producer of ingredients for artisanal gelato and pastry, not to mention UNITEIS, the association of German gelato artisans.

The **Gelato World Tour Village** will be open to the public, **free of charge**. Visitors young and old will learn the secrets of artisanal gelato, participating in free **seminars** and **mini lessons** held by master gelato artisans from Carpigiani Gelato University. It will also be possible to participate in the seminar held by **IFI** on how to design a successful gelato shop, or to discover the thousands flavors of gelato thanks to the courses designed for the public and taught by master artisans from MEC3's International School of Gelato.

To taste the delicious flavors prepared by the competing artisans, visitors can purchase a **Gelato Ticket** at the Infopoint located in the village. Purchasers become part of the jury and can vote for their favorite flavor, not to mention being automatically entered in the **Taste & Win! Contest**, which will award a latest-generation iPad to the selected winner. Other contests in the Village include the **Tonda Challenge by IFI**, where contestants will

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compete to win the Golden Scoop, as well as the **Cookies Best Taster by MEC3**, which will award the popular Cookie's Cup. For more information: www.gelatoworldtour.com.

On 7 September the jury of experts and journalists, along with the popular jury, will decree the best flavor in the world. The same day the fortunate winner of the Gelato for Life contest will be selected, earning the right to a free gelato every day for 10 years from one of the gelato shops in the MyGelato App network, the free Carpigiani app that puts artisanal gelato shops on iOS and Android smartphones.

The **mission** of Gelato World Tour, an event supported by the Ministry of Foreign Affairs – General Directorate for the Promotion of National Systems, Ministry of Economic Development, Road to Expo 2015, and Emilia Romagna Region, is **to spread the culture of Italian gelato**, a fresh, unique artisanal food, to the public at large worldwide. So far, "Mission Accomplished" with great success. So much so, that a second edition is already being organized.

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