



PRESS RELEASE

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## RIMINI: OVER 70.000 CUPS WERE SOLD AT THE GRAND FINALE OF THE GELATO WORLD TOUR!

**6,500 Kg of gelato produced, more than 70,000 cups and mini-cones served.**

**The World's Best Gelato is the flavor "Almond Affogato" made by Gelato Artisans John & Sam Crowl (Cow and the Moon, Sydney)**

**2<sup>ND</sup> Place: flavor "Grumpy Heart" made by Gelato Artisan Francesco Mastroianni (Il Cantagallo, Lamezia Terme, Italy)**

**3<sup>RD</sup> Place: flavor "Hazelnut Heart" made by Gelato Artisan Alessandro Lancierini (Gelateria Fiore, Suzzara, Italy)**

*Rimini, 8 September 2014* – More than **100,000 people** attended the **Grand Finale of the Gelato World Tour in Rimini on 5-7 September**. The gelato artisans produced about **6,500 kg of gelato** and **more than 70,000 cups and cones** were sold in these three days in Piazza Fellini. **Sigep-Rimini Fiera**, the most important artisanal gelato trade show in the world (the next edition will be on 17-21 January 2015) and **Carpigiani Gelato University**, with the support of **IFI and MEC3**, set a new record. Twenty-four gelato artisans took part in the competition from all over the world to let people taste and judge their flavors; daily workshops, cooking shows, and contests were organized to bring people into the sweet world of gelato (the winners of *Gelato for Life* of MyGelato App and *Gelato Pixel Passion* will be declared on Saturday 27 September as part of the celebrations for the second anniversary of Carpigiani Gelato Museum in Bologna). Hundreds of journalists and bloggers went to Rimini to follow the event, as well as buyers from all over the world.

The Gelato was stored in **16 refrigerated IFI displays of the latest generation**. Medac offered **70,000 cups** and Cono Roma donated **60,000 mini-cones**. The high quality of the flavors was guaranteed by the use of **730 Kg of MEC3 ingredients** and over **5,000 liters of Parmalat milk**.

The final result was based on four different juries: public, technical, press/blogger and gelato artisans. The **World's Best Gelato** is **Almond Affogato** by **John & Sam Crowl of "Cow and the Moon" Gelato/Coffee/Dessert Bar in Sydney, Australia**. The flavor embodies a Madagascan vanilla bean gelato with roasted caramelized coffee almonds folded through with a Kenyan coffee caramel sauce.

Organizzato da / Organized by:



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**2<sup>nd</sup> Place: Grumpy Heart** by **Francesco Mastroianni**, “**Il Cantagalli**” **Lamezia Terme (CZ), Italy**. A pistachio cream with an intense flavor and an unmistakable aroma and consistency. The pistachios, from Bronte, are selected and prepared with care and passion.

**3<sup>rd</sup> Place: Hazelnut Heart** by **Alessandro Lancierini** “**Gelateria fiore**”, **Suzzara, Italy**. With its classic but unique taste, hazelnut takes the gelato artisan back to its traditional roots.

**The winner of the “IFI Tonda Challenge”** (in which participants must prepare two “perfect cups” weighing 60 grams) is **Frerk Veen** of **Kleine Borkumer Eiskonditorei** (Borkum, Insel Borkum Ostfriesland/Niedersachsen), **Germany**.

**The winner of the MEC3 “Cookies® Best Taster”** (in which participants must determine the ingredients in a blind gelato taste test) is **Carlos Enríquez Sánchez**, Iceberg, **Palma de Mallorca, Spain**.

**The People’s Honorable Mention** went to **Gelateria Versace, Miami** and **Cesare Cellie & Claudio Bearesi** with **Bacio Gelato, Dubai (UAE)**.

**Journalists and Bloggers’ Honorable Mention** went to **Carlos Enríquez Sánchez**, Iceberg, **Palma de Mallorca, Spain** with the flavor **Sóller Orange Sorbet with Fresh Mint and Cardamom** and **Andrea Botton** from **Gelateria Santamaria, Padua, Italy** with his **Yogurt with Honey & Nuts**.

**The Peers’ Honorable Mention** went to **Diana Kontoprias** of **Frangipani Gelato, Sydney (Australia)** for the flavor “Pavlova”.

**GELATO WORLD TOUR RIMINI – Organizers:** Sigep-Rimini Fiera and Carpigiani Gelato University; Main Partners: IFI and MEC3; Supporters: Parmalat, Quartopiano Suite Restaurant. Thanks to the Ministry of Industrial Development, Ministry of Foreign Affairs, Road to Expo 2015; Local Partners: Emilia-Romagna Region, Rimini City, CNA, Confartigianato, Bologna University – Department of Quality of Life, Banco di Solidarietà; Media partners: QN – Il Resto del Carlino, Evensi; Technical Partners: Screams, Medac, Carpino, Metalmobil, Gambarini&Muti, Hiber, Italia Zuccheri, Oltremare, Italia in Miniatura, Aquafan, Acquario di Cattolica, Gelato Museum Carpigiani, MyGelatoApp. For more information, visit [www.gelatoworldtour.com](http://www.gelatoworldtour.com). Facebook: Gelato World Tour; Twitter: @GelatoWorldTour; Flickr: Gelato World Tour; Instagram: @gelatoworldtour2014; Hashtag: #gelatoworldtour.

For more information, pictures and video:

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