



PLEASE PUBLISH

ROYALTY FREE IMAGES OF RIBBON CUTTING ATTACHED. OTHER IMAGES CAN BE FOUND HERE:
<http://www.gelatoworldtour.com/press/press-download/>

GELATO WORLD TOUR: INAUGURATION OF THE GRAND FINALE IN RIMINI

Until Sunday, 7 September, tastings, gelato seminars, contests, and games for all at Fellini Park with 24 gelato masters competing for the title of World's Best Gelato.

At the Grand Finale of the Gelato World Tour in Rimini, a business worth more than 2.7 billion euros that is enjoying strong growth internationally. In Italy there are 39,000 gelato shops employing 150,000 people, providing an enormous opportunity for exporting know how Made in Italy.

Rimini, 5 September 2014 – This morning saw the official ribbon cutting for the Grand Finale of the Gelato World Tour, the Formula One of artisanal gelato. For three days, from 11:00 am to 12 midnight, cups and spatulas will test the abilities of the great international gelato masters, challenging each other to produce the best gelato flavor in the world.

Participants at the inauguration included Jamil Sadegholvaad, Councilor for Rimini's Department of Industry; Lorenzo Cagnoni, President of Rimini Fiera; Achille Sassoli, Director of the Gelato World Tour; Patrizia Cecchi, Director of Business Unit 1 – Rimini Fiera; Gianfranco Tonti, President of IFI SpA; Ennio Arcangeli, Mec3; Fabrizio Moretti, President of CNA Rimini; Mauro Gardenghi, Secretary of Confartigianato Rimini. Other authorities included Maurizio Melucci, Tourism Councilor for the Emilia-Romagna region; Francesca Fabbri Fellini, granddaughter of the famous director; Chiara Rabbiosi from the University of Bologna; and other representatives of institutions and associations, not to mention a large crowd of tourists and locals.

“The initiative,” notes Cagnoni, president of Rimini Fiera, “was developed jointly by Carpigiani and SIGEP, thanks to the support of leading companies like IFI and Mec3. Its objective is to spread the culture of fresh gelato to consumers worldwide. The success of the various stops that led us to this finale bear witness of the choice made and the prestige earned by artisanal gelato itself, thanks to the high quality of the product made by the gelato artisans involved. From today until Sunday, competitors will challenge each other in a ‘clash of flavors,’ producing gelato in front of the public and serving it to visitors who can vote for their favorite. It is a vast international project that will help to promote and spread the culture of artisanal gelato throughout





the five continents. And, not coincidentally, the event's conclusion will be held in the city of Rimini, global expert in tourism and trade shows.”

“A quick overview of international markets gives us a better idea of the current situation,” says Enrico Amesso, Sales Manager Carpigiani Professional. “Per capita consumption of gelato in Italy grew from 7.6 kg in 1996 to 9.7 kg in 2013. While 18 years ago industrial ice cream and artisanal gelato split the market with 50% each, in 2013 artisanal gelato's share grew to 66%. But today's challenge is primarily an international one. While Italy has 39,000 gelato shops, Germany 9,000, and Spain 2,000 (total 50,000 in Europe), North America, Asia, and Oceania lag far behind with 900 in the US, more than 1,000 in Japan, around 200 in Australia, 300 in the Middle East, and 500 more split between China and Southeast Asia. Not coincidentally, these were prime targets for stops of the Gelato World Tour.”

In Italy, the sector is worth 2.7 billion euros – two million in cones, cups, and trays; 300 million in specialized machines manufactured by 15 companies totaling 450 employees, not to mention the 500 million of sales and 500 employees producing furnishings; other 450 million are accounted for by ingredient manufacturers, numbering 80 brands and 1,600 employees – and providing work for more than 150,000 people. Today there are more than 20,500 gelato/pastry shops in Italy. If you add the cafés that sell gelato, this number increases to 39,000 (there are 50,000 gelato shops in Europe). Italy is number one in this global market thanks to the activities of artisans, ingredient producers, and machine manufacturers.

But let's get back to the Grand Finale at Rimini. The event was organized by Carpigiani Gelato University and SIGEP-Rimini Fiera, with support from IFI (globally recognized manufacturer of display cases for artisanal gelato) and Mec3 (top producer of ingredients for artisanal gelato and pastry). Thanks to a winning formula, in one year the event has conquered a myriad of palates in cities like Rome, Valencia, Melbourne, Dubai, Austin, and Berlin. The “Village” is open to the public. It is possible to participate in demonstrations for free to learn more about artisanal gelato and to meet the best artisans from across the globe. Within the Village, Carpigiani Gelato University offers a seminar called “What Is Gelato?”, the Carpigiani Gelato Museum presents the workshop “Journey through the History of Gelato,” IFI teaches a course called “My First Gelato Shop” that shows how to open and manage a successful gelato shop, and Mec3 offers seminars for the general public called “Discover a Thousand Flavors of Gelato,” taught by gelato instructors from the International School of Gelato. And to honor the World Cup held in Brazil, Mec3 is offering Gelatinho, the authentic Brazilian-flavored gelato that scored in 3,000 shops! For the first time ever in the world, it will also be possible to see the Bellevue gelato display case made by IFI that won the planet's top design award, the Compasso d'Oro. The Quartopiano restaurant has organized cooking shows dedicated to savory gelato.





September 7th will see the drawing for the lucky winner of the Gelato for Life contest, who will earn the right to a free gelato every day for 10 years from the network of gelato shops featured in MyGelato App, the free app by Carpigiani that brings artisanal gelato shops to iOS and Android smartphones.

GELATO WORLD TOUR RIMINI – Schedule: 5-7 September 2014, 11 am to 12 midnight. Entry: free, open to the public. Gelato Ticket: 7 euros for eight flavors from the 24 available (purchased in the Village). Organizers: Sigep – Rimini Fiera and Carpigiani Gelato University. Main Partners: Ifi and Mec3. Supporters: Parmalat, Quartopiano Suite Restaurant. Supported by: Ministry of Economic Development, Ministry of Foreign Affairs, Road to Expo 2015. Local Institutional Partners: Emilia-Romagna Region, City of Rimini, CNA, Confartigianato, Bologna University – Department of Quality of Life Sciences, 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.

All journalists are invited to a cocktail on Sunday, 7 September at the Grand Hotel in Rimini (7:00 pm) and the award ceremony that follows (9:30 pm).

For more information, images, and video: Valentina Righi - +39 342 6183372 - valentinarighi@carpigiani.it

