



Press Release

## GELATO WORLD TOUR: THE GRAND FINALE IN RIMINI AT THE STARTING BLOCKS

**On 5-7 September the art of artisanal gelato will conclude its triumphant journey across the planet (to Rome, Valencia, Melbourne, Dubai, Austin, and Berlin). 24 flavors will compete for the title of World's Best Gelato. Visitors can taste and vote for their favorites, while also experiencing a unique and educational event. Piazzale Fellini will host games, contests, seminars, and provide a launching pad for delicious itineraries that branch throughout Rimini.**

*Rimini, 3 September 2014* – The countdown has started. From the 5<sup>th</sup> to the 7<sup>th</sup> of September, Fellini Park in Rimini will host the grand finale of the **Gelato World Tour**, the Formula One of artisanal gelato. From 11:00 am to 12:00 midnight, for three days scoops and cups will test the abilities of great international gelato artisans, who are in these final hours busy perfecting their recipes for the final battle to be held Sunday evening, after which the best flavor of the world will be announced.

So the public is invited to the piazza located near Europe's most famous beach, next to the Grand Hotel made famous by Fellini in his film *Amarcord*. Fireworks will mark the event's conclusion, entertaining thousands of tourists in the heart of the artisanal gelato district, located in the city that saw the birth and rise of Sigepe, the International exhibition for the artisan production of gelato, pastry, confectionery, and bakery. On 7 September the lucky winner of the Gelato for Life contest will be announced, earning the right to a free gelato every day for the next 10 years from any gelato shop in the **MyGelato App** network. MyGelato is a free app made by Carpigiani that puts a network of artisanal gelato shops on iOS and Android smartphones.

But let's take things in order. The event is being organized by **Carpigiani Gelato University** and **Sigep-Rimini Fiera**, in **partnership with IFI** (the Italian company known worldwide for its gelato display cases) and **Mec3** (leading manufacturer of ingredients for 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?", 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.**

At the Village it will also be possible to watch gelato artisans compete in **other contests**, including the **Tonda Challenge by IFI**, which awards the Golden Scoop to the artisan that can prepare a perfect 60 gram cup, and **Cookies Best Taster by Mec3**, which awards the Cookie's Cup to the best taster, the blindfolded artisan who can guess the most ingredients in a flavor of gelato. And there will be many other initiatives and games for children and families.

Organizzato da / Organized by:



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The **Bruto and Poerio Carpigiani Foundation** has organized two contests that award children and students with delicious prizes and scholarships: **Gelato Pixel Passion** and **The Art of Gelato** (see [www.fondazione carpigiani.it](http://www.fondazione carpigiani.it) for more information).

Main partners IFI and Mec3 will be joined by **Parmalat** at the Grand Finale, offering fresh milk and cream for the gigantic gelato production space set up in Fellini Park, where on 5-7 September artisans will work quickly to produce the best gelato in the world. For the Gelato World Tour, Parmalat will organize an educational game for children focused on fresh milk, as well as special **“Not Only Milk” workshops** designed to teach kids about this high quality food and give them a chance to play and to enjoy delightful surprises. The **Quartopiano restaurant** will celebrate the growing connection between gelato and haute cuisine. Every day at 2:30 pm, chef Silver Succi will offer a **cooking show**, demonstrating how to make little culinary masterpieces like fine herb risotto, stir-fried calamari, and buffalo mozzarella gelato, not to mention raw fish and mojito gelato. Media partners include QN il Resto del Carlino, one of the oldest Italian newspapers, which has always known how to combine authoritative national and international coverage with extensive local news, and Evensi, the international event search engine.

As with previous stops of the **Gelato World Tour**, the local economy in Rimini will be involved in the events, including the local gelato shops. Dozens of shops contacted by **CNA** and **Confartigianato** have already signed up to participate and have been added to the interactive map in **MyGelato App**. Specially developed flavors will accompany visitors along paths designed in collaboration with the University of Bologna, starting from Fellini Park and branching out towards Riccione and its shopping and wellness districts, to Torre Pedrera and its amusements, as well as back to center city Rimini. Many other initiatives await the public, giving them the chance to connect with the local economy and gelato shops.

To enjoy delicious cups of gelato, visitors can purchase a **Gelato Ticket** for 7 euros at the **Info Point** located within the Village. Those who buy the Gelato Ticket can taste eight of the 24 flavors available and vote for the World's Best Gelato. They are also automatically entered in the Taste & Win! drawing which will award an iPad Mini and other prizes to the winners. Those who **purchase the Gelato Ticket using the MyGelato App** can taste nine flavors instead of eight.

**Here are the 24 competitors and the flavors they will bring to Rimini. Taste them all!**

**Adriano Colle** from Eiscafè Venezia in Kempten, Bavaria won first place at the competition in Berlin with **Oriental Flavors**, a gelato made with yogurt and cinnamon, variegated with cardamom chocolate and hazelnuts.

**Marco Vazzola** from Eiscafè Venezia in Birkenfeld will bring his **Hazelnut Kisses** flavor to Rimini, featuring *Tonda Gentile Trilobata* hazelnuts from Piedmont combined with one of the best mixes of cocoa and dark chocolate from Ecuador. The gelato is topped off with a layer of caramel, chocolate flakes, and whole hazelnuts, creating a sandwich of aromas.

**Frerk Veen** from Kleine Borkumer Eis Konditorei in Bork has created the flavor **Exotic Summer Dream** for the final competition. It is a lemon and lime gelato with a touch of fresh basil and dried dates.

**Ahmed Abdullatif** from Dolci Desideri in Bahrain will present his **Roses of Bahrain** flavor, inspired by the famous Bahrain drink featuring a milk base flavored with rose petal syrup.

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**Abdelrahman Al Teneiji and Joselito Reyes** from Gelateria Cremolata di Al Dhaid in the Arab Emirates developed the flavor **Cremo Bueno**, a hazelnut gelato garnished with low-fat milk chocolate and bits of wafer crunch. "It is our best flavor, the one that our customers ask for most often," they say.

**Bruno Bido** from Da Bruno gelato shop in Padua is offering a surprising flavor, **Honey with Gingerbread, Cinnamon, Butter, and Parmesan Cheese**. The flavor is based on an old Venetian recipe, cinnamon gnocchi, from the Austro-Hungarian period, mixed with French gingerbread. According to Bido, it is the perfect flavor for an increasingly demanding public.

**Andrea Botton** from the Santamaria di Maserà gelato shop in Padua will bring his simple **Yogurt, Honey, and Nuts**, featuring high quality ingredients like maple syrup and nuts from Sorrento.

**Cesare Cellie and Claudio Bearesi** are artisans from Bacio Gelato in Dubai. They will be offering **Creamy Hazelnut with Millefeuille, Variegated with Hazelnut Chocolate and Hazelnut Pralines**. It is a sumptuous flavor bursting with the flavor of Italian Piedmont hazelnuts and hazelnut chocolate served on millefeuille.

**James Coleridge and Salvatore Boccarossa** from Bella Gelateria in Vancouver, Canada will present **Summer Sweet**. The sweet, refreshing flavor of Sorrento lemons mixes with the sweetness of homemade maple syrup. This flavor is perfect for cooling off in the summer evenings wherever you are, in Rimini or Vancouver.

**John and Sam Crowl** from the Cow & the Moon shop in Sydney, Australia came up with the flavor **Almond Affogato**, a Madagascar vanilla gelato variegated with toasted and caramelized coffee almonds, Kenyan coffee, and salty caramel sauce.

**Ida Gabriela di Biaggio and Davide Scantamburlo** from Novecento gelato shop in Pescara are bringing **1900s** to Rimini, featuring a straw wine glaze over traditional cream gelato, sprinkled with hazelnut crunch.

**Carlos and Juan Enríquez Sánchez** from Iceberg gelato shop in Palma de Mallorca propose **Sóller Orange Sorbet with Fresh Mint and Cardamom** with fresh ingredients from their home town. It is a rich combination of aromas and flavors from the Balearic Islands.

**Roberto Galligani and Giuseppe Zerbato** from Casa del Gelato in Albenga will serve the public their **Orange Triumph**. Cream from mountain-dwelling cows is cooked right before freezing, then it is expertly mixed with acacia honey and flavored with a touch of Lapostolle cognac and Navan vanilla. A variegated of orange zest and dark chocolate chips completes the composition.

**Diana Kontoprias** of Frangipani Gelato in Sydney will offer **Pavlova**, inspired by the quintessential Australian dessert having a meringue base and passion fruit puree.

**Alessandro Lancierini** from Fiore di Suzzara gelato shop in Mantua will present **Hazelnut Heart**, a traditional flavor bursting with the classic aroma of highest quality hazelnuts.

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**Matthew Lee** from Tèò gelato shop in Austin will bring a traditional flavor from his region, **Texas Pecan Pie**. The main ingredient consists in lightly toasted pecans in a special base, variegated with a caramel sauce prepared according to traditional southern US recipes.

**Isabel López Dominguez** will present her **Mil Hojas**, a gelato featuring an Italian meringue base and millefeuille, a simple yet surprising combination. It is the most popular flavor in her 19 Palmeras shop in Punta Umbria, Spain.

**Francesco Mastroanni** from Il Cantagalli in Lamezia Terme will serve **Grumpy Heart**, a play on words dedicated to pistachios from Bronte (Grumpy = Brontolo in Italian). It is an homage to the Sicilian city and calls to mind the dwarf from Snow White who on the outside seems surly and hot tempered, but in reality has a heart filled with love.

**Maurizio Melani** of Vèneta Gelato Italiano in Valencia will bring **Grandma's Cookies** to Rimini, a flavor that takes us back in time and brings to mind our childhood memories featuring meals, snacks, and happy moments when mom let us spread chocolate on the cookies. Featuring an intense, persistent taste, this light, creamy flavor satisfies cravings for something sweet.

**Emanuele Montana** from Retrò gelato shop in Rome will serve the flavor **Ricotta and Cointreau Delight**, a delicious goat-milk ricotta gelato garnished with Bronte pistachios and Peruvian chocolate chips accompanied by a luscious orange liquor.

**Lorenzo Salvioni and Andrea Granville** from Cone Street shop in Dubai will surprise with **Arabian ... Snacks**, artisanal chocolate gelato made in the traditional manner with Swiss chocolate, fresh milk, and cream seasoned with infusions and flavors that take us back in time.

**Mario Serani** of Gelateriebruno.it in Antròdoco, Rieti goes back to basics with his **Apple Cake**, vanilla and cinnamon gelato variegated with caramelized apples, raisins, pine nuts, and crumbly cookie. This flavor is emblematic of his gelato shop, which produces genuine, traditional gelato according to family recipes that have been passed down over generations.

**Donato Toce and Simone Panetta** from Messina gelato shop in Melbourne, Australia are bringing their **Cremino** flavor, a salted caramel gelato variegated with homemade hazelnut chocolate, fresh meringue, and sour cherries.

**Stefano Versace** from Versace gelato shop in Miami remembers Italy with his **Sicilian Aromas**, a delicious combination of fresh ricotta, cannoli, organic almonds, Sicilian pistachios, and candied fruit. The gelato is topped off with the zest from Sicilian organic blood oranges and lemons and a variegated of creamy caramel.

The **mission** of the Gelato World Tour is to **facilitate the global spread of the culture of Italian gelato**, a fresh, unique artisanal food. "Mission accomplished" successfully. In fact, a new edition is being organized right now.

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**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:** Ili 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.

**Please note:** Journalists are also invited to the Village inauguration, Friday, 5 September, at 11:00 am; to the dinner at the Grand Hotel of Rimini on Sunday, 7 September, at 7:00 pm; and to the awards ceremony that follows (around 9:00 pm).

For confirmations for Saturday evening, more information, images and video: Valentina Righi - +39 342 6183372 - [valentinarighi@carpigiani.it](mailto:valentinarighi@carpigiani.it)

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