



WHAT IS “GELATO WORLD TOUR”? Artisan gelato conquers the world

Gelato World Tour® is an initiative created jointly by Carpigiani Gelato University and SIGEP – Rimini Fiera (with main partners IFI and MEC3). Its aim is to spread the culture of gelato, a fresh and artisan product of Italian origin, to the public everywhere.

Having started in May 2013, this international event involves eight cities in five continents, of which three (Italy, Spain and Australia) have already taken place. These cities have welcomed thousands of people to their public squares and have contributed to highlighting artisans and local products. The next stages will be Dubai, Austin, Shanghai, São Paulo and Berlin.

In each stage, 16 of best gelato artisans of the host country compete with each other, each one preparing his/her best gelato flavour. The top three winners of every stage will go to the Gran Finale in Rimini (Italy) on September 5-7, 2014, trying conquering the title of “World’s Best Gelato”.

General public can attend the event for free and taste the gelato flavours by purchasing the Gelato Ticket directly at the Gelato World Tour Village. The public can vote for its favourite gelato using the Gelato Ticket, with which it can also enter to win an iPad4 (“Taste & Win!” contest). The public vote will be added to the one of a Technical Jury, composed by journalists and food and gelato experts.

Many events go on for the entire duration of the event: short classes about the art of making gelato taught by instructors of Carpigiani Gelato University, the “Tonda Challenge” by IFI (where the gelato artisans should try preparing a perfect cup of exactly 60gr), the “Cookies® Best Taster” by MEC3 (where the gelato artisans should determine the ingredients in a blind gelato taste-test) and many special workshops dedicated to the gelato world.

During the first three stages in Rome, Valencia and Melbourne, 340.000 people attended the event. The gelato artisans produced 17.700 Kg of gelato, using 11.400 litres of milk, 2.200 Kg of sugar and other 4.200 Kg of ingredients. The gelato has been served in 245.000 cups and 160.000 mini-cones.

By now, we have had a total media coverage of 857 articles and reportage done by the most important media of each country.

It is possible to follow the stages of the Gelato World Tour by visiting the website www.gelatoworldtour.com, as well as the Facebook, Twitter, Instagram and Flickr pages. Check www.fondazione carpigiani.it for **Gelato Pixel Passion**, a photographic contest on “*all that is good about gelato*”.

For more information, please contact:

Valentina Righi, Communication and Pr Manager Carpigiani Group

valentinarighi@carpigiani.it

Stella Cassanelli, Communication and Social Media Assistant Carpigiani Group

stellacassanelli@carpigiani.it

Organizzato da / Organized by:



RIMINI FIERA S.P.A.
Via Emilia, 155 - 47921 Rimini RN Italy

C.F./P.IVA 00139440408 Cap.Soc.42.294.067
i.v. Reg.Imp.di Rimini 00139440408 - R.E.A. n. 224453



CARPIGIANI GROUP - ALI S.P.A.
Via Emilia, 45 - 40011 Anzola dell'Emilia - Bologna Italy

C.F./P. IVA e Reg. Imprese di Milano
00872030150 - R.E.A. MI 862551 - Mecc. ALI MI 159273

Main Partners

