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Jackson Business Owner/Film Producer Premieres *Gelatology: A Film About The Art, Passion, Science And Business Of Artisan Gelato* To Industry Leaders In Rimini, Italy

RIMINI, Italy (Jan. 20, 2015) – Seth Chandler, Owner and CEO of DCA-DCPR Jackson, Tenn., unveiled the latest film on the history and production of artisan gelato at Sigep Rimini Fiera in Italy, the world's largest trade show related to the production of artisan gelato on Tuesday, Jan. 20. *Gelatology: A Film about the Art, Science and Business of Artisan Gelato* was written, directed and produced by Chandler who partnered with Carpigiani and the Gelato World Tour. After previewing the trailer with the foreign press offices in Rome and Milan, Italy, along with the media department at John Cabot University who provided crewmembers, the full version was played before industry leaders and artisans in Rimini.

Designed for U.S. television programming, the film was produced to help North Americans better understand the differences between industrial ice cream and artisan gelato. "We set out to produce a film that explained gelato to the North American foodies. In the process, we discovered a rich history that will interest most Americans for sure," Chandler said.

According to statistics presented by John Babila, president of Carpigiani USA, the U.S. consumes more frozen desserts per capita than any other country with an average of five gallons per person, per year. Almost all of that is ice cream. Italy, by comparison, consumes about three gallons per person, per year. Almost all of that is gelato.

Babila described North America as the "next frontier" for gelato, drawing comparisons to explosive growth in organic foods in the past decade. There are about 39,000 artisan gelato shops in Italy (the size of Arizona) and about 900 in the US. In other words, there

is a gelato shop for every 1,000 Italians and one for every 1,000,000 Americans. "For Now!" Babila, who plans to change that, said.

Even the U.S. constitution had a role in the earliest publicly served gelato, according to Chandler. The project was shot on location in Rome, Florence, Rimini, Venice, Bologna, Paris, Miami, Austin, Madison, Wisconsin and Vancouver. The film is narrated by rising star Retro Rad Chef [Emily Ellyn](#), winner of one of Food Network's Chefs Challenges.

The film was made possible by underwriting from the Italian Trade Commission, The Carpigiani Group and DCA-DCPR. The next showing will center around the National Food Equipment Manufacturers show (NAFEM) in February in Anaheim, California.

ABOUT DCA-DCPR

[DCA-DCPR](#) is a full-service advertising and public relations agency owned by Seth Chandler in Jackson, Tenn., since 1986. Serving clients all over the world in both business-to-business and consumer sectors, DCA-DCPR manages and produces brand acceleration with award-winning communication strategies with fresh and poignant advertising, marketing and public relations.

ABOUT CARPIGIANI

Carpigiani Corporation began in 1947 and has been serving the foodservice market for 67 years. Carpigiani is dedicated to providing the highest quality, most reliable and most durable frozen dessert equipment in the industry. Carpigiani also hosts the [Gelato World Tour](#), the world's largest gelato competition, and [Carpigiani Gelato University](#), providing unparalleled professional education on frozen desserts for gelato artisans. For more information, visit our website at www.carpigiani.com/usa.

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