

**FOR MEDIA PROFESSIONALS**

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## **Gelato World Tour Seeking Culinary Media Judges In North America**

**(FEBRUARY 6, 2015) Winston Salem, NC:** Each year the [Gelato World Tour](#) (GWT) holds a series of worldwide competitions amongst artisan gelato chefs, seeking to crown the world's best gelato flavor. Judging is based on two main components: **public vote** and the **jury of professionals** (culinary journalists and gelato maestros from around the world). As expert judging is critical to the validity of our events, GWT 2.0 is seeking journalists who are interested in judging at either of the two North American events in 2016, one on the east coast and one on the west coast.

Finals are held in Rimini, Italy, at the end of each tour and select media judges from each of the competitions are invited to join us there. Judges' travel expenses for the finals are covered by some combination of the event sponsors and the Italian Trade Commission. Those judges invited to the finals are usually selected from the group of judges that helped in different competitions of the tour.

And just in case you're not sure about your gelato skills, **Gelato University** (Bologna, Italy) is hosting one-day crash courses on the making of artisan gelato. By the end of the day, you'll be able to not only judge excellent gelato, but you'll even be making your own with the help of gelato maestro, Luciano Ferrari. These events are free to journalists and the next one will be held **February 24, 2015**, 10:00 a.m. to 5:00 p.m. at the SoCal Gas Company's test kitchen facility in Downey, California, just minutes from LAX Airport.

Space is extremely limited, so reserve your spot today by contacting Janet Wylie or visiting this [link](#).

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