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Austin's Matthew Lee Chosen to Compete in North American Debut of GELATO WORLD TOUR

AUSTIN, Texas (April 30, 2014) – The [Gelato World Tour](#) is pleased to announce that Matthew Lee of [TEO](#) has been chosen to compete in the first ever North American Title May 9-11 at Republic Square in Austin. Lee will prepare signature flavor "Nuts," and will be competing against 15 other premier gelato artisans for the North American title. The Gelato World Tour is a competition and celebration of the ART of FROZEN DESSERTS and has already visited Rome, Valencia, Melbourne and Dubai.

Lee was exposed to food excellence early in life when his mother ran cooking schools and had chefs from around the world come teach for her. After working with a tech company for fifteen years, Lee quit his job and went to Italy to learn from authentic gelato experts. Lee opened TEO in 2003 and has since been voted 10 Best in the U.S. twice and Best of Austin every single year.

"Our philosophy is to have a passion for pure taste while being creative and having fun with some crazy flavors like Cracker Jack, Cap'n Crunch, Salted Carmel & PB Chocolate Hazelnut."
" Lee said.

Visitors and the GWT technical jury will judge competitors, with the top three moving on to represent the U.S. in the Grand Finale of the Gelato World Tour, in Rimini, Italy, later this year. The gelato will be produced using high-quality ingredients selected by MEC3 and provided by participants of the SFC's Farmers Markets. With free admission to the public, visitors and industry professionals are invited to become gelato aficionados by enjoying lessons, hands-on workshops and delicious instruction on the ancient art of making gelato.

Artisan gelato is made fresh daily with quality ingredients and contains high levels of protein, vitamin B and calcium, making it the ideal calorie cutting frozen treat health-conscious foodies and American moms appreciate. Gelato can also be gluten-free and with no artificial flavoring, making it a safe and scrumptious treat for every American.

The event is organized by Carpigiani Gelato University and the premier expo in artisan food, Sigep-Rimini Fiera. Main partners and leading manufacturers of showcases and ingredients, respectively: IFI and MEC3. The Gelato World Tour is proud to collaborate with local partners at the Sustainable Food Center and the Italy-America Chamber of Commerce of Texas.

The proceeds from sampling go directly to the Sustainable Food Center, an Austin based non-profit that creates opportunities for individuals to make healthy food choices and to participate in a vibrant, local food system.

[Media credentials](#), [photography](#), b-roll and more information are available upon request.

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