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Matthew Lee of Tèò Hopes to Claim Title of “World’s Best Gelato”

AUSTIN, Texas (August 2014) – Leaving behind the New York lifestyle to move to Austin and pursue an MBA at the University of Texas, Matthew Lee had no idea his future was actually in the world of artisan gelato. Following graduate school, Lee began a career in high tech for start up businesses. After more than a decade of working with a tech company, he decided it was time to switch gears.

Lee traveled to Florence, Italy, where he learned the art of making gelato and became fondly known as Matteo, or Tèò, for short. During his time in Italy, Lee decided he wanted to open a gelateria in the city he loved, Austin, and create a neighborhood spot.

In 2003, Lee opened [Tèò Espresso, Gelato & Bella Vita](#) in Austin. Designed to feel like an authentic Italian café, Lee serves artisan gelato, espresso and paninis. Tèò’s gelato is known for its commitment to healthy ingredients; they use local and seasonal products when making their award-winning gelato. "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, Goat cheese & cherry or our award winning, Peanut Butter & Nutella," Lee said.

More than ten years after opening, Lee's gelateria is not only a neighborhood hot spot but has consistently been ranked as the "Best Gelato" by local and national press.

The [Gelato World Tour](#) recently selected Lee as one of the top three gelato artisans in North America. He is now preparing to compete for the title of "World's Best Gelato" at the Gelato World Tour Championship, which will be held September 5-7 in Rimini, Italy. Lee will prepare his Texas Pecan Pie gelato, a mix of whiskey and pecans, and present it to the judges. The final ranking will be calculated according to the combined votes of gelato specialists and the public.

Lee hopes to bring the title of "World's Best Gelato" home to Austin. "It's a great honor to be the only American to compete in the final and we're going to expose the world to some great southern American ingredients: whiskey and pecans. I just hope I bring enough, they're already asking for samples," said Lee.

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