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**Living the American Dream – Italian Style
Miami's Stefano Versace Competes for Title of World's Best Gelato**

MIAMI (August 2014) –On September 5-7 in Rimini, Italy, Stefano Versace of [Versace Gelateria Italiana](#) will compete against the best artisans in the world for the title of World's Best Gelato in the grand finale of the [Gelato World Tour](#). Stefano will prepare his signature flavor, "Profumi di Sicilia," which clinched the North American Gelato World Tour title in May 2014. While Stefano is recognized as one of the top gelato artisans in the world, his road to success was both risky and courageous.

Only two years ago, Stefano Versace and his family of four were living a comfortable, normal life in Italy. He was a successful 15-year insurance broker with a steady income and happy family, but something seemed to be missing in his all-too-normal routine.

"My life was very boring," Stefano said. After sleepless nights and much trepidation, Stefano and his wife, Carolina, decided to leap out into the world of frozen desserts and open a classic artisan gelateria, but not in their iconic Italian homeland. "We wanted to experience the American dream and do something that makes people happy," Stefano said. "What makes people happier than gelato?"

In November 2012, their pursuit of the American dream began. The Versace's began saving money and gathering information about the costs of opening and maintaining a gelato shop in the warm climate of Miami. Stefano studied at Carpigiani's premiere [Gelato University](#) and graduated in June of 2013. Only a month later, Stefano, Carolina and their two children, ages one and six, packed their bags, boarded a plane

and said goodbye to their boring but stable life they'd grown so accustomed to and embarked on their grand pursuit of happiness. However, with no social security number and no permanent visa, reality quickly sank in.

"That was the first time I thought we had made the wrong choice," Stefano said. The Versaces finally found a home in August, a day before their son, Alejandro, began school. A few weeks later Stefano managed to rent a space in the Miami International Mall. After much hard work and a big learning curve, Versace [Gelateria Italiana and Gourmet](#) officially opened for business on Nov. 16, 2013.

"Every time I think about that day my legs tremble," Stefano said. "My only thought at that moment was, 'Will I be able to do this?'" Not long after he opened his doors, customers steadily started flowing in. Today, Versace Gelateria Italiana is the benchmark for customers and fellow gelato artisans. "We've been in America less than a year and have integrated our family, our business and our love into the American culture. Was the adventure worth it? Yes, and we couldn't be happier."

Stefano left Italy as nothing more than a dreamer, but he will return in September as a successful cross-cultural entrepreneur and a gelato champion. To follow Versace's success in the competition, like the [Gelato World Tour](#) on Facebook.

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