GELATO FESTIVAL AMERICA 2019 IS SHIPPING UP TO BOSTON

FOR THE FIRST TIME EVER!

ALL THE GELATO YOU CAN EAT IN ONE DAY, MADE BY THE BEST

SATURDAY & SUNDAY, JUNE 1st and 2nd

FOR IMMEDIATE RELEASE

**Boston, MA** (May 7th) – Besides the gut excitement for *all the gelato you can eat*, Bostonians can appreciate the historical significance of a Gelato Festival presented by Eataly Boston. The world of artisanal Italian frozen dessert is dropping into Boston, a city steeped in United States history, with deep Italian roots and a love of Italian food. Eataly Boston, located within the Prudential Center, is the perfect staging ground for the passion passed down from Bernardo Buontalenti, who first created gelato in 15th century Florence. The Gelato Festival has worked to share Buontalenti’s discovery with the world for ten years and GFA will proudly visit Boston for the first time ever, June 1st and 2nd: from 11am until 7pm each day.

The Gelato Festival is considered the most authoritative event in the world dedicated to gelato - *all’italiana*. Organized in collaboration with Carpigiani and Sigep – Italian Exhibition Group, the Gelato Festival spreads knowledge and enjoyment of real Italian artisanal gelato through a contest in which gelato artisans and chefs compete with original gelato flavors for the gold medal by Florentine goldsmith [Paolo Penko](http://www.paolopenko.com/). Following the Boston stage, Gelato Festival America will hold events in Chicago, Washington, D.C. and West Hollywood along the 2019 tour. Air Italy is the Global Partner of Gelato Festival.

Gabriele Poli, Founder & President of Gelato Festival explains, “After the huge success all over Europe, and our first two editions of the Gelato Festival in the USA in 2017 & 2018 and the premiere final in Miami, it is a fact — Americans really do love gelato! It is our goal to make certain that every American gets to taste what real Italian gelato is like and to spread the culture of artisanal Italian gelato throughout the world’s largest consumer market for frozen desserts, focusing on the higher quality of this product compared to all others. Together, with the best gelato industry players, we will help artisans and chefs succeed in the United States market. We look forward to exposing Boston to the concept of all-the-gelato-you-can-eat.”

A wristband entitles you to **all the gelato you can eat** while participating in all the Festival activities, as well as cast a vote for your favorite gelato flavor and the chef who created it. The winner will continue the journey towards the Gelato Festival World Masters in Italy. Stock up on these rare gelatos, made specially for the unique history and people of Boston, and stay cool all summer long.

Gelato Festival America 2019 visits five cities:

**(COMPLETED) March 16-17 in Miami, FL\***

Brickell City Centre

700 Brickell Avenue (between 7th & 8th Street) | Miami, FL 33131

**(NEXT UP!) June 1-2 in Boston\***

Boylston Plaza

800 Boylston St | Boston, MA 02199

**August 17-18 in Chicago\***

W Taylor St

1301 West Taylor St | Chicago, IL 60607

**September 7-8 in Washington D.C.**

City Market at O

800 P Street Northwest | Washington, DC 20001

**September 28-29 in West Hollywood\***

Pacific Design Center

8687 Melrose Avenue | West Hollywood, CA 90069

*\*new locations*

Tickets can be found online at [gelatofestival.com/en/tickets/](https://gelatofestival.com/en/tickets/) and on Eventbrite. Tickets will be sold at each venue as well.

The ticket is your all-access pass to the Gelato Festival.

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| **Online - in advance** | **At the gate** |
| Kids (ages 12 & under) - $10 | Kids (ages 12 & under) - $15 |
| Adults - $25 | Adults - $30 |
| Seniors / Armed Forces - $20 | Seniors / Armed Forces - $25 |
| \*Children ages 0-2 join the fun for free! |

Two years ago, 50 gelato chefs competed with unique gelato flavors to produce over 13,500 pounds of gelato to the delight of over 40,000 visitors and 150 gelato professionals who were present at the Festival in 2017. With the growth of Gelato Festival America, over 100,000 people attended the 2018 edition. Gelato Festival America 2019 is the most exciting edition yet, featuring 4 all-new locations and an award-winning roster of gelato chefs.

**To download high-res pictures of Gelato Festival America, please click** [**here**](https://www.dropbox.com/sh/hm8cv70iuf3e3w0/AAC7mz_yPXEkeb6SCRUQByDJa/Highlights%202018?dl=0&subfolder_nav_tracking=1)

**ABOUT ITALIAN GELATO**

When visiting amazing, culturally rich cities like Florence and Rome, there is one treat sold on almost every corner — authentic Italian gelato. Gelato’s heritage dates all the way back to 1559, in the Italian Renaissance, when the Medici family commissioned famous artist and architect Bernardo Buontalenti to prepare an opulent feast for the visiting king of Spain. For the special occasion, Buontalenti created a new frozen dessert, made from a few simple ingredients such as milk, eggs and honey. And thus the first gelato was created, and Buontalenti is now heralded as the inventor of this creamy Italian dessert. To discover more about the history of gelato visit the Gelato Museum ([gelatomuseum.com](http://www.gelatomuseum.com/en)) in Bologna.

Americans often wonder **what the difference is between ice cream and gelato**. The main difference is texture! The gelato’s lighter texture comes from using more milk than cream, which also means less fat and fewer calories. It is stored at warmer temperatures, increasing the richness of the flavors and ensuring a smooth texture. Of course, there are also artisanal ice cream makers who also work every day to create fresh products in a unique American tradition.

**ABOUT THE GELATO FESTIVAL**

Since 2010, the Gelato Festival has had nine editions with more than 3,000 artisans competing in 80 festivals across Europe. The mission of Gelato Festival America is to spread the culture of artisan Italian gelato in the US. Originating in Florence, Italy, Gelato Festival is an all-star lineup of the biggest names in gelato artistry competing against one another with a one-time flavor they have created just for the festival. The event gives visitors the opportunity to experience the secrets of high-quality gelato, learn about the production techniques by watching the artisans at work in the ‘laboratory,’ and taste all the competing flavors, voting for their favorite one. The Gelato Festival is picking up where Renaissance artist Bernardo Buontalenti left off, spreading the culture of artisan Italian gelato throughout the world!

Eataly’s premium location, expertise and its finest interpretation of Italian cultural cuisine make for the perfect setting for the Gelato Festival. Eataly Boston is a vibrant Italian marketplace that features an array of cafes, counters, restaurants, and a cooking school, where guests are encouraged toeat, shop, and learn.

**MEDIA CONTACTS:**

**Sally Fischer PR — (212) 246-2977, sfpr@sallyfischerpr.com**

**Website: gelatofestival.com**

**FOLLOW US:**

**Facebook: GelatoFestivalAmerica**

**Twitter: GelatoFestUS**

**Instagram: Gelato\_Festival\_America**

**Thanks to the partners and sponsors of Gelato Festival America:**

**Strategic Partner: Carpigiani** —Carpigiani Corporation has been serving the foodservice market since 1946, as the leading manufacturer of gelato equipment in the world. In the US, Carpigiani hosts the Frozen Dessert University, providing unparalleled professional education on frozen desserts for future gelato entrepreneurs. In 2012, they founded the Gelato Museum, one of the “coolest” museums in the world, dedicated to the history of gelato.

For more information, visit [carpigiani.com/usa](http://www.carpigiani.com/usa), [frozendessertuniversity.com](http://www.frozendessertuniversity.com/), [gelatouniversity.com/usa](http://www.gelatouniversity.com/usa), [gelatomuseum.com](http://www.gelatomuseum.com/en)

**Gelato World Tour** — Launched in May 2013, this international event, whose second edition culminated in the September 2017 Grand Finale, was created to spread the culture of gelato to the general public throughout the world. Starting in 2018, Gelato World Tour is a partner of Gelato Festival World Masters. For more information, visit [gelatoworldtour.com](http://www.gelatoworldtour.com/)

**Strategic Partner: Sigep – Italian Exhibition Group** — Sigep is the International Trade Show of Artisan Gelato, Pastry, Bakery and the Coffee World of Italian Exhibition Group. Next edition: Rimini Expo Centre, from 18th to 22rd of January 2020. The event has undisputed international leadership as the trade fair for professional operators all over the world, anticipating the latest trends and innovations of foodservice in the five supply chains on show. For more information, visit [sigep.it](https://en.sigep.it/)

**Global Partner: Air Italy** — Air Italy is an Italian airline with its main operating base in Milan Malpensa. Beginning in June 2018, Air Italy offers direct flights from North America to Italy from New York, Los Angeles, San Francisco and Toronto. Air Italy has expanded its network to serve North America also with seamless scheduled connections between Milan and central and southern Italy, namely Rome, Naples, Palermo, Catania, Lamezia Terme, Cagliari and Olbia. Air Italy’s new long-haul Airbus A330-200 offers up to 24 seats in the exclusive Business Class cabin making it possible to fly with maximum comfort in fully lie-flat seats with signature Italian cuisine accompanied by a selection of champagnes and Italian fine wines, Wi-Fi service, an extensive inflight entertainment service and the personalised attention from its on-board staff. Featuring an entirely new tableware, in-flight dining menus, cutlery and chinaware that have all been specially crafted to meet travellers’ expectations, Air Italy’s Business Class passengers will enjoy an even more elevated experience. The Economy Class cabin with 228 seats also provides Air Italy’s guests with highly personalised service, Wi-Fi and a wide selection of entertainment and, naturally, a real Italian “Gelato”. For more information, visit [airitaly.com](https://www.airitaly.com/en-US/)

**Main Sponsor**: **PreGel America** — PreGel America is a global developer, manufacturer, and distributor of specialty dessert ingredients, with North American headquarters in Charlotte, NC, and official supplier of gelato ingredients for Gelato Festival America. For more information, visit [pregelamerica.com](https://pregelamerica.com/)

**Main Sponsor: WhyGelato.com** — WhyGelato.com is a gelato-inspired web resource created to spread the culture of gelato throughout the U.S. via consumer education and support of entrepreneurship in gelato-based specialty desserts. For more information, visit [whygelato.com](https://whygelato.com/)

**Bronze Sponsor: Loacker —** Loacker has been Italy’s #1 wafer company since 1925. At the Loacker booth, guests will taste a delicious Italian treat: our Loacker Vanilla and Lemon Speciality Ice Cream Wafers. Our ice cream wafers are the perfect garnish on a bowl of gelato, and our Gelato Wafers are specifically designed to replace the spoon! For more information, visit [loackerusa.com](http://loackerusa.com/)

**Sponsor: Paciugo** — Dallas-based Paciugo Gelato Caffe was founded in 2000 and was acquired by Sinelli Concepts International in 2017. Paciugo is the largest artisanal gelato chain in the United States with more than 30 franchised and licensed locations. Based on a secret family gelato recipe and coming from an Italian phrase meaning "messy concoction,” Paciugo's artisanal gelato is natural and made by hand daily, incorporating fresh fruits and Italian chocolates for more than 400 gelato flavor combinations. The company is interested in both single- and multi-unit franchise operators and offers flexible real estate footprint options ranging from 120 to 1400 square feet. For more information on Paciugo Gelato Caffe and to learn more about franchise opportunities, visit [paciugo.com](https://paciugo.com/)

**Technical Sponsor**: **ISA** — ISA was founded in Umbria, in the heart of Italy, in 1963 and produces refrigerated display cabinets and custom furnishings for public premises in both its region and worldwide. It has established itself in professional refrigeration offering innovative products with the highest technology and reliability. For more information, visit [isaitaly.com](https://www.isaitaly.com/)

**Coffee Partner: Caffè Vergnano** — Caffè Vergnano 1882, Italy’s most ancient coffee roasting company will take part in Gelato Festival as the official coffee partner. At Caffè Vergnano’s booth, customers will be able to live the authentic Italian coffee experience with three iconic coffee based drinks, from the traditional espresso, to the cappuccino and macchiato. For more information, visit [caffevergnano.com](https://www.caffevergnano.com/en/)

**Boston Partner: Eataly USA** — Focused on providing high quality, sustainable products for all, Eataly is the largest Italian retail and dining experience in the world, transforming the way consumers experience food, beverage and culture. At Eataly, guests have the unique opportunity to experience Italian culture through markets, restaurants and educational offerings that explore the best food and beverage options Italy’s 20 regions and the world has to offer. Founded in 2007 in Turin, Italy by Oscar Farinetti, Eataly now operates 35 locations worldwide with six being in the U.S. Eataly USA employs approximately 2,700 employees across North America in Boston, Chicago, two locations in New York, Los Angeles, Las Vegas, and Toronto coming soon. Eataly Boston, the authentic Italian marketplace, opened at the Prudential Center in Boston in November 2016. The 45,000-square-foot culinary destination, located in the heart of Boston’s Back Bay neighborhood, features 10 unique food counters, four restaurants and bars, two cafes, and a market that all offer traditional Italian food in a vibrant ambiance. To learn more about Eataly please visit [eataly.com](http://eataly.com)