



GELATO FESTIVAL™

*** Chicago ***

GELATO FESTIVAL AMERICA COMES TO CHICAGO FOR THE FIRST TIME EVER!

ALL THE GELATO YOU CAN EAT IN ONE DAY, MADE BY THE BEST
SATURDAY & SUNDAY, AUGUST 17TH AND 18TH

FOR IMMEDIATE RELEASE

Chicago, IL (July 15th) – Gelato Festival America is ready to be scooped up by the hearts of Chicago’s Little Italy, for Little Italy Festa on Taylor Street! With deep Italian roots and a love for Italian food and culture, Taylor Street is the ideal location for the Gelato Festival. It possesses the finest interpretations of Italian cuisine in Chicago, as well as an array of cafes, restaurants, and shops. The Gelato Festival has worked hard to share the delight of Italy’s famous frozen Italian dessert with the world for ten years and will proudly visit the city of Chicago for the first time as part of Little Italy Festa on Taylor Street, Saturday, August 17th and Sunday, August 18th.

Chicago’s Little Italy Festa is a celebration of the generations of Italians who made their home on Taylor Street starting in the late 1800s. With delicious food and fun family entertainment, Little Italy Festa cannot be beat! The producer of the event, Ron Onesti states, “The addition of the International Gelato Festival to our annual Italian Festival will bring the tradition of Chicago’s Little Italy Festa to another level! The merging of these two events will create an Italian food extravaganza! I am excited to not only elevate this celebration of Italian heritage and culture, but also to provide the stage for one of the most popular symbols of Italian culture, artisanal gelato. Gelato Festival America is a fantastic addition to Little Italy Festa because of the unparalleled variety of gelato to taste in one place and Gelato Festival’s mission to spread the message of this Italian treasure.”

The Gelato Festival is considered the most prestigious 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](#). Following the Chicago stage, Gelato Festival America will hold events in Washington, D.C. and West Hollywood, C.A. along the 2019 tour. Air Italy travels with Gelato Festival as the Global Partner.

Gabriele Poli, Founder & President of Gelato Festival explains, “It is a proven fact that Americans really do love gelato! This year, it is so exciting to be a part of Chicago’s Little Italy Festa, which celebrates all things Italian. It provides an ideal opportunity for us to further our mission of spreading the joy of gelato to not only just Americans, but Italian Americans looking to connect with their cultural roots. We look forward to introducing the city of Chicago to the concept of all-the-gelato-you-can-eat at Little Italy Festa.”





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A wristband entitles you to **all the gelato you can eat** while participating in all the Festival activities, as well as allowing you to 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 in special cups from Gelato Festival Technical Sponsor Stanpac, made specially for the unique history and people of Chicago, and stay cool all summer long.

Gelato Festival America 2019 visits five cities:

(NEXT UP!) August 17-18 in Chicago*

Taylor St
1336 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

(COMPLETED) March 16-17 in Miami*

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

(COMPLETED) June 1-2 in Boston*

Boylston Plaza
800 Boylston St | Boston, MA 02199

**new locations*

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. Traditions has it that 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, many say 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 widely heralded as the inventor of this creamy Italian dessert. To discover more about the history of gelato visit the Gelato Museum (gelatomuseum.com) 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.





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ABOUT THE GELATO FESTIVAL

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.

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](#)**

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FOLLOW US:

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Instagram: [GelatoFestivalAmerica](https://www.instagram.com/GelatoFestivalAmerica)

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, frozendessertuniversity.com, gelatouniversity.com/usa, gelatomuseum.com

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

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 22nd 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. Flavia Morelli, group brand manager of the Food & Beverage Division of Italian Exhibition Group (IEG), says, “SIGEP is IEG’s leading international expo for artisan Gelato, Pastry, Bakery and the coffee world. With Gelato Festival, it is the key player, along with other partners, of a project that promotes, also in the USA, a supply chain targeting innovation and export, but rooted in an unbeatable tradition as far as product quality and flavor are concerned. The diffusion of Italian-made artisan gelato is already widespread also in the United States and is borne out by the offer of over 1,000 sales outlets, with a turnover that we are confident will exceed 500 million dollars in 2020. This business will be present at SIGEP, which is held annually at Rimini Expo Centre (from 18th to 22nd January in 2020), undisputedly one of the key events worldwide for sweet food service. SIGEP is a powerhouse of ideas for increasing the entire sector’s business.” For more information, visit 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





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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

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

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

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

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

Sponsor: Paciugo — Dallas-based Paciugo Gelato Caffè 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 Caffè and to learn more about franchise opportunities, visit paciugo.com

Chicago Partner: Little Italy Festa on Taylor Street — Chicago's Little Italy Festa on Taylor Street celebrates the great history of Chicago's Little Italy and the rich culture of the generations of Italian immigrants arriving from the late 1800s to the present. With mouthwatering food from award-winning local restaurants, fun family entertainment, quality goods from Italy, and colorful cultural attractions, Little Italy Festa on Taylor Street is one of the most popular events of the summer in Chicago. Sponsored by Little Italy Chicago Neighborhood Association and produced by Ron Onesti (who was born on Taylor Street), president and CEO of Onesti Entertainment, The Arcada Theatre in St. Charles, Little Italy Festa-West in Addison and Festa Pasta Vino on Oakley Avenue in Chicago, Little Italy Festa on Taylor Street takes place from August 16th-18th on where else but Taylor Street! For more information, visit arcadalive.com/event/taylor-street-festa

Packaging Sponsor: Stanpac — For more than 70 years, Stanpac has been manufacturing dairy and beverage packaging for companies located throughout the United States, Canada and many locations worldwide. We pride ourselves on an unmatched level of customer service, fair pricing, lead times that work for the customer, customized service for unique needs, reasonable minimum run quantities, and on time delivery. We are SQF 2000 level 2 certified and FDA/IMS Compliant. Our products are made with paper board sourced from SFI (Sustainable Forestry Initiative) certified forests. We wish the Gelato Festival a great success this year and are honored to be a part of this wonderful event. For more information, visit stanpacnet.com

Official Chef Jacket & Hat Sponsor: Mevi — Confezioni Mevi creates and sells unique and functional work uniforms that gives your company the image of professionalism and organization, but also style and elegance. The Gelato Festival competing artisans are proud to wear hats and jackets by Mevi. For more information, visit confezionimevi.it

