



DESIGN DISTRICT PRESENTS GELATO FESTIVAL'S WEST HOLLYWOOD PREMIERE!

ALL THE GELATO YOU CAN EAT IN ONE DAY, MADE BY THE BEST
SATURDAY & SUNDAY, SEPTEMBER 28TH AND 29TH



FOR IMMEDIATE RELEASE

West Hollywood, CA (September 9, 2019) – Long known as a celebrity haven where fashion, art, and architecture effortlessly blends with dining and nightlife, West Hollywood’s Design District is adding another international marquee name to its roster with the widely acclaimed Gelato Festival. Set at the plaza of the Pacific Design Center on September 28 and 29, this will be the final American round of culinary competitions in 2019 where the “coolest” chefs gather to impress both a professional tasting panel as well as thousands of fans who will vote for their favorite expression of Italy’s most famous frozen dessert.

The Gelato Festival will run from 11am until 7pm, with live entertainment and art complimented by an exhibition tent featuring some of LA’s finest restaurants to pair alongside the official competing flavors which include **Mexican Chocolate** with sweet mole and cacahuete, **Strawberry Herbal Sorbet**, **Pineapple Butter Gelato**, and **Mangonada** with chamoy sauce and tajin spices among many others. Tickets are available at gelatofestival.com with a portion of the proceeds to benefit Charity Partner [Project Angel Food](http://ProjectAngelFood.org), a Los Angeles based charity that cooks and delivers over 600,000 nutritious meals each year, free of charge, to the homes of men, women, and children affected by life-threatening illnesses. Celebrating its 30th year in 2019, Project Angel Food has served over 12 million meals to more than 20,000 people.

ABOUT ITALIAN GELATO

In amazing, culturally rich cities like Florence and Rome, there is one treat sold on almost every corner — authentic Italian gelato. Tradition holds 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. According to the story, Buontalenti created a new frozen dessert for the special occasion, made from a few simple ingredients such as milk, eggs and honey. And thus the first gelato was created, so Buontalenti is remembered as the inventor of this creamy Italian dessert. To discover more about the history of gelato visit Gelato Festival Flagship Store in West Hollywood or travel to the Gelato Museum (gelatomuseum.com) in Italy, Bologna.





ABOUT THE GELATO FESTIVAL

Gelato Festival America started in 2017 and the 2019 edition is the most exciting one yet, featuring four 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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Twitter: [GelatoFestUS](#)

Instagram: [GelatoFestivalAmerica](#)

For more information regarding Gelato Festival's flagship store, please contact Amy McCullaugh or Nastassia Johnson
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Thanks to the partners and sponsors of Gelato Festival America:

Charity Partner: Project Angel Food — Project Angel Food prepares and delivers healthy meals to feed people impacted by serious illness, bringing comfort and hope every day. For more information, visit angelfood.org

Title Sponsor: Design District — The West Hollywood Design District (WHDD) Business Improvement District works to promote the district as a premier destination for art, fashion, design, restaurants and specialty retail. The WHDD Board of Directors and its marketing team represent the best interests of over 300 district businesses by creating events and initiatives aimed to build community between members, consumers and the City of West Hollywood. For more information, visit westhollywooddesigndistrict.com

West Hollywood Partner: Pacific Design Center — Award-winning Pacific Design Center is the West Coast's leading resource for the traditional and contemporary residential and contract furnishings, fabrics, floor coverings, architectural products, wallcoverings, lighting, kitchen and bath products, and accessories. For more information, visit pacificdesigncenter.com

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



GELATO FESTIVAL™

West Hollywood

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 personalized 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 travelers' 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 personalized 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

Bronze Sponsor: La Peer Hotel — La Peer Hotel is an elegant and intimate enclave anchored in the heart of West Hollywood's celebrated Design District. The design-forward hotel boasts 105 rooms and suites; a rooftop deck with 360-degree views perfect for private events; a pool and fitness center; more than 8,000 square feet of indoor and outdoor dining and lounge spaces; and a new restaurant concept created by Casey Lane, Viale dei Romani, a modern trattoria with a focus on wood fired seafood, vegetables, and handmade pastas. For more information, lapeerhotel.com and learn more about Kimpton happenings on Facebook and Instagram.

Bronze Sponsor: Ramada Hotel — Located in the heart of Los Angeles, the Ramada Plaza Hotel & Suites provides the best value and location for your stay in West Hollywood. Discover some of the city's most talked about restaurants, shops, and nightlife spots all within walking distance. Enjoy a variety of room types with complimentary Wi-Fi, plus access to the outdoor heated pool and on-site retailers, including kitchen24 (24-hour room service), Starbucks, Cousins Lobster and Enterprise Rent-a-Car. For additional information please visit ramadaweho.com

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

Milk & Cream Sponsor: Producers — Producers is a third-generation run company that has been perfecting the art of dairy for over 85 years. They offer quality products from fresh and local family farms throughout California. For more information, visit producersdairy.com

