

ITALIAN GELATO MAKERS CHAMPIONSHIP (CAMPIONATO ITALIANO GELATIERI) 2009-2010: A MASTERPIECE MADE THROUGHOUT ITALY

THE ITALIAN GELATO MAKERS CHAMPIONSHIP (CAMPIONATO ITALIANO GELATIERI) IS BACK TO LIFE AFTER A FEW YEARS OF SILENCE. AND WHAT A LIFE! 16 REGIONAL CONTESTS, 32 SEMIFINALISTS, 16 FINALISTS ON THE MSC CRUISE SHIP AND ONE WINNER WHO WILL OBTAIN THE FIAT 500 SPARKLING RED RAFFLED OFF.

In this path, IFI - one of the sponsors- has been a main actor, being the **unique supplier** of the refrigerated display cases, mostly **Tonda**, inside which the gelato creations were shown, preserved and savoured.

IFI's display cases have been addressed with great interest by all the gelato makers, many of whom requested information for immediate or future shop furnishing remake.

IFI well covered the competition, mostly thanks to the effort of its dealers who made themselves available for this important event of the gelato world.

Here you are the list of IFI's dealers who were present in each contest:

- Lombardia: HOST Fair - IFI
- Piemonte/Valle D'Aosta: QUATTRE (TO)
- Trentino Alto Adige/Friuli Venezia Giulia/Veneto: MIG Fair Longarone - DS ARREDO (BL)
- Puglia/Basilicata: IMBAR (BA)
- Marche/Abruzzo/Molise: TECNOBAR (MC)
- Emilia Romagna: PRONI (RA)
- Umbria: LR FORNITURE (PG)
- Lazio: GIACON (ROMA)
- Toscana: ANTARTIDE FRIGO (PI)
- Liguria: TECNOCLINIC (GE)
- Sicilia: EUROCOMMERCE (ME)
- Calabria: VINCI (VV)
- Sardegna: CENTRO ARREDO NEGOZI (OR)
- Campania: OVD (NA)

For each one of these stopovers, 30 to 50 professional gelato makers – owners of gelato shops – challenged in the creation of 2 flavours, always different according to the regions: Gianduiotto and Brachetto for Piemonte, Tiramisù and Prosecco for Veneto, Lemon and Nut for Campania, Cassata and Pistachio for Sicilia, Mandarin e Almond for Puglia, and so on.



PHOTOS:
TOP: CAMPANIA CONTEST
BOTTOM: CALABRIA CONTEST.

The day was pretty much the same for all the stopovers: morning and first afternoon were used for gelato makers sign-up, gelato sample preparation (all the same and without decoration) and IFI's display cases arrangement. At about 6 pm the jury would make the final tasting and would proclaim the 2 winners, one for each flavour.

The Italian Gelato Makers Championship has proved useful for relating to professional gelato makers and strengthening sales contact with their world, mainly with young gelato shop owners. IFI's sales force has been overall satisfied with the final result. IFI has also received from the organization the list of all participants who agreed to make their data available, and has shared it with the dealers.

During the entire championship, there were 810 competing gelato makers, and that is a significant fact. Thanks to this championship and mostly thanks to the constant effort of our dealers, IFI has once again proved to be a leader for the gelato shops furnishing, with products that can absolutely stand out for design and technology the historical leaders of this market.



PHOTOS: SICILIA CONTEST.