



# Gelato World Tour®

To spread the culture of **gelato**, a fresh, artisan food product, throughout the world.

Media Release  
For Immediate Distribution

## TOKYO CHOSEN AS GELATO-CAPITAL OF THE FAR EAST ASIA REGION

- **Gelato World Tour 2.0 will come for the very first time in Japan on 4-6 September**
- **16 top gelato chefs of the Far East Asia region will compete at the Komazawa Park of Tokyo for the coveted "World's Best Gelato" title**

**Tokyo, 8 April 2015** - After the big success in Singapore last March, **Gelato World Tour**, a celebration of the artisan iced treat enjoyed worldwide as a healthy and mouth-watering food, will land in Tokyo in September 2015. For three consecutive days, Tokyo will become the Gelato-Capital of the world.

The "Formula One of Gelato" will take place on **4-6 September, 2015 at the Komazawa Park**. Its mission is to spread the culture of Italian-style gelato, a fresh, artisan food product throughout the world. Visitors to the Gelato World Tour will enjoy lessons and workshops on the ancient art of creating gelato from Italian experts and they will witness the competition involving the final selection of 16 flavors from Japan and the Far East Asia countries. World-class artisan gelato chefs will present their creation and the three winning flavors will join the world's best flavors from the various competitions held during the 2015-2017 edition of this tour. Admission to the event will be free for the public.

The **Gelato World Tour**, which has the patronage of the Italian Ministry of Foreign Affairs and of Economic Development, is the first international traveling competition in search of the best flavors in the world and is directed by the prestigious **Carpigiani Gelato University** and **Sigep - Rimini Expo**, the most important trade fair in the world for the artisan creation of gelato, pastry, confectionery and bakery products. Main partners: **IFI**, international leader in the manufacturing of display cases for gelaterias and **PreGel**, the world's largest producer of ingredients for gelato, pastry and coffee shops, **official licensee of EXPO Milano 2015**. **Prodea Group** is the operating partner. GWT already toured eight cities in the world: Rome, Valencia, Melbourne, Dubai, Austin, Berlin, Rimini and Singapore.

Gelato chefs of the Far East Region that aim to participate at the Tokyo's leg of the Gelato World Tour are invited to send in their applications from 1st May to 30 June 2015 at [info@gelatoworldtour.com](mailto:info@gelatoworldtour.com). Details can be found at [www.gelatoworldtour.com](http://www.gelatoworldtour.com). A judging panel will choose the top 16 competitors by 1 August 2015. President of the panel will be Mr. Kato

Organizzato da / Organized by



**CARPIGIANI GROUP - ALI S.p.A.**  
Via Emilia, 45  
40011 Anzola dell'Emilia - Bologna Italy



**RIMINI FIERA S.p.A.**  
Via Emilia, 155  
47921 Rimini RN Italy



**PRODEA GROUP S.p.A.**  
C.so Unione Sovietica 612/15A  
10135 Torino

Main Partner



[info@gelatoworldtour.com](mailto:info@gelatoworldtour.com)  
[www.gelatoworldtour.com](http://www.gelatoworldtour.com)



# Gelato World Tour®

To spread the culture of **gelato**, a fresh, artisan food product, throughout the world.

(President of the Japanese Association of Pastry chefs), Vice President, Mr. Sakai (President of the Japanese Association of Gelato). Among the members: Mr. Mochizuki (Executive Chef of the Imperial Hotel, Tokyo) and Mr. Yanai, gelato expert.

**Achille Sassoli, Director of the Gelato World Tour**, states: "Japan has a strong and developing gelato culture with more than 500 gelato specialty stores all over the country, while the production of gelato is spreading also within the pastry stores, hotels and restaurants. This competition will be a great opportunity for all the excellent gelato artisans who want to prove their craftsmanship and challenge themselves. We are extremely excited to bring the Gelato World Tour to Japan, a fabulous country with which we have been collaborating for many years. Moreover, two of the most brilliant and beloved members of our team are originally from Japan: Kaori Ito, Director of Carpigiani Gelato University worldwide, and Makoto Irie, an experienced gelato artisan and former local instructor of CGU in Japan."

**Valentina Righi, PR Director of the Gelato World Tour**, states: "Gelato is more than a typical dessert. Though its luxurious creaminess may intuitively suggest otherwise, gelato is freshly made every day in a way that means it is significantly lower in calories and sugar than other ice creams. It is high in proteins, calcium and vitamin B2, and it contains around half the fat of typical industrial ice creams, which is the reason why gelato is fast becoming the choice dessert for health conscious food-lovers. Tokyo's selection as one of the world's first nine capitals of gelato is another example of the positive effects of this important destination's campaign to welcome business events to Tokyo and the region".

Gelato has a strong tradition in Italy, with more than 37,000 artisan shops – and even an entire *Gelato Museum* in Bologna – dedicated to this healthy food. Though the home of gelato today is undoubtedly Italy, the dessert has more than 100,000 artisan shops around the world that serve millions of cups each day. The Gelato World Tour also represents an **opportunity for businesses and entrepreneurs** in the Tokyo and Far East Asia area to join a market rapidly making inroads into the global frozen dessert industry, which is worth tens of billions of S\$ dollars worldwide. The first **Italian Collection** will be hosted the same time Gelato World Tour Tokyo is held. Cultural exchange, development and education of the Japanese dairy industry will be spotlighted by focusing in on Italian food culture and by having visitors experience Italy's travel culture.

To follow the stages of Gelato World Tour, please refer to [www.gelatoworldtour.com](http://www.gelatoworldtour.com) and on social media: *Facebook* – Gelato World Tour; *Twitter* – Gelato World Tour; *Flickr* – Gelato World Tour; *Instagram* – Gelatoworldtour; *Hashtag*: #gelatoworldtour.

## Media Enquiries

Valentina Righi – PR Director Gelato World Tour / Vice President Brutoand Poerio Carpigiani Foundation - +65 912 46 103 – [vp@fondazionecarpigiani.it](mailto:vp@fondazionecarpigiani.it)  
Hatanaka Takeuchi - [+81.03.3578.1466](mailto:+81.03.3578.1466) - [press@italian-collection.jp](mailto:press@italian-collection.jp)

Organizzato da / Organized by



CARPIGIANI GROUP - ALI S.p.A.  
Via Emilia, 45  
40011 Anzola dell'Emilia - Bologna Italy



RIMINI FIERA S.p.A.  
Via Emilia, 155  
47921 Rimini RN Italy



PRODEA GROUP S.p.A.  
C.so Unione Sovietica 612/15A  
10135 Torino

Main Partner



[info@gelatoworldtour.com](mailto:info@gelatoworldtour.com)  
[www.gelatoworldtour.com](http://www.gelatoworldtour.com)