

“MYGELATO APP”: THE GELATO IS FINALLY ON YOUR SMARTPHONE!

Rimini, January 19th 2014 – The press conference launching MyGelato app and MyGelato Shop is just finished at Sigep. **From the first day already, the public's answer has been more than positive and the download for the most innovative App for the gelato market, that will create a revolution in the communication and selling of gelato all over the world, are really high!**

The speakers at the conference were *Enrico Amesso*, Director Market Italy Carpigiani, and *Dario Melpignano*, Founder and CEO of Neosperience, an advanced platform that represents one of the Italian excellence of its sector.

MyGelato App is an innovative application for *gelato lovers*, **MyGelato Shop** is a digital platform that allows gelato artisans to increase shop traffic, talking directly to current and potential customers.

With the **MyGelato app**, people can easily find the closest gelato shop anywhere in the world, be it Italy, USA, Australia, South America, or the Far East. MyGelato will reveal interesting facts and tasty news regarding this artisanal food, and, above all, will make it possible **to give and receive gelato gifts** with the beginning of the warm season! Is it the birthday of a friend who lives far away? Instead of sending a text message, you can offer a cone or cup at a local gelato shop near him. Making peace with loved ones or cheering up dear friends has never been so easy: a few clicks on your smartphone and...you've given the gift of a smile!

All gelato shops are added to the MyGelato Mapp, that will be always updated. In order **to be more visible** on the Map, Gelato Artisans just need to go Carpigiani Stand (Pad.C7) during Sigep and leave their information to the operators there, **asking to be inserted in the map FOR FREE and becoming part of MyGelato Network. After Sigep, the operation will be done at Carpigiani' retailer.** The only conditions are that the shops have a smartphone and that they display the MyGelato sticker on their entrance, so that gelato lovers can give and receive cones and cups.

Member shops of the MyGelato preferential network are more visible on the map as they have larger, colored icons compared to non-members, so that they can be easily recognized by those who use the app.

“MyGelato is an app that create a new business model for the gelato artisan, allowing him to take an advantage from the extraordinary diffusion of smarphone and tablet. An app creates new business for gelato shops, increasing the the traffic of their current customers, making them having more customers and sticking them to the shop. An app that brings the e-commerce in the gelato shop, not as an alternative to the physical presence on the shop but as a completion and extention to the world of personal digital device and to its 2,5 milion of users”

Dario Melpignano

But that's not all. Carpigiani has developed a modern digital platform called MyGelato Shop. The shops that have it can build targeted communication campaigns on **Facebook**, use the **smartphone** to catch the attention of those who live nearby, and expand business with e-commerce and home-delivery services.

Once artisans have made an app for their own stores using the **MyGelato Shop** platform, they can send news and invitations **directly** to the full MyGelato database (current and potential customers) and to Facebook. Linking to one of the two, the targeted public will find a **private message** on their smartphones or tablets.

*“MyGelato Network has all the potentiality to create the biggest retailer ever, that makes of the **biodiversity** its own flag; all the gelato shops could take an advantage from it. My Gelato app will give a voice to all the artisan identities, even the smaller, that couldn't have the same "mediatic power" by themselves. Mygelato Shop will add to the visibility given by MyGelato app, a concrete communication instrument: communicating the tastes ,the ingredients and the own way of making gelato with the big media potentiality but with micro-marketing costs.*

Enrico Amesso

From yesterday, January 18th, MyGelato app can be downloaded for free from the App Store and Google Play, while the MyGelato Shop digital platform can be pre-ordered from Carpigiani dealers for delivery in March 2014. People that will download MyGelato app during Sigep days will receive a free gelato at Carpigiani Stand (Pad.C7), made following a recipe of "Gelato Smartfood", the innovative course realized by Carpigiani Gelato University in collaboration with IEO, European Institute of Oncology. Together with the gelato, you will receive also the tasty recipe of pear, beetroot and ginger gelato by Smarfood.