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Photography & b-roll available

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Gelato World Tour China Challenge announces 16 flavours vying for the World's Best Gelato Title

The Italian Gelato Culture Festival will start on August 5th at the OCT Harbour O'Plaza - Shenzhen, free entrance for the public

Shenzhen, China (August 1st, 2016) – The Gelato World Tour, the world's premiere cross-cultural artisanal gelato competition, has announced the 16 flavours of the China Challenge in Shenzhen August 5th-7th, 2016, during the Italian Gelato Culture Festival organized by Shanghai Nina Food with the partnership of Carpigiani Gelato University, Sigep Rimini Expo, PreGel, ISA, CiGusta, OCT Mall, Haier.

Visitors will watch the artisans work in the Gelato Lab to create amazing sensory-shocking, taste bud tingling flavours... and then taste those flavours. In this free cultural event which is open to the public, 16 gelato artisan teams from all China will tell their stories and present their unique flavours to the public and to a jury of experts and journalists, whose votes will be combined to award the best gelato flavour in China. Every Gelato-Tickets costs 60RMB and gives 6 tastings. The top flavour and artisan will represent China at the Grand Finale of Gelato World Tour to be held in Rimini, Italy in 2017.

1. Pure sensation

Ribbons of soft hazelnut gelato enriched by a velvety chocolate-hazelnut cream with crunchy mini puffs

2. Almond Dream

The unexpected sensation of a classic Italian taste that captures you forever.
A pure almond flavour paired with an extraordinary variety of nuts wrapped in caramel sauce.

3. Exotic Yogurt

The lovely freshness of yogurt accompanied with the intensity of a mango fruit sauce

4. Pistachio Extreme

An enchanting trip to the lands of Sicily, discovering the magical experience of sweet and savoury golden green pistachios

5. Pure & Simple

A touch of Italian elegance dressed with strawberry -flavour.
You will discover the subtle and refined flavour of vanilla exalted by a cascade of whole ripe strawberries.

6. Wild strawberry & Cream

The timeless combination of two classic Italian flavours: the rich sweet cream cheese and the best of wild strawberries.

7. Brownies

A hymn to the soft and intense world of chocolate with a slight bitter note inspired by the American Brownie recipe.

8. Chocolate dream

A dark chocolate and hazelnut gelato with an irresistible crunchy rich cream.

9. Paradise Island

The extraordinary sensation of coconut milk flavour enriched with coconut flakes in a decadent chocolate sauce.

10. Original Tiramisù

A trip to Venice through a dessert specialty made of 2 Italian ingredients: coffee and mascarpone (cheese cream) melted together to create one delicious flavour

11. Lemon delight

A fascinating voyage to southern Italy, through the bright, juicy flavour of lemon together with a special note of biscuit filled with lemon cream

12. Bittersweet harmony

The magic world of Amaretto. The fairy tale of a sweet Italian almond wrapped in a lovely bitter shell pairing with a special orange sauce.

13. Coffee Crunch

Just like a cup of Italian espresso enriched with crunchy cereals wrapped in vanilla sauce

14. Italian Torrone

For a true Italian taste experience, try the genuine embrace of honey and almond topped with crunchy dark chocolate chips.

15. Dreaming of paradise

For an unforgettable and delicious experience, both sweet and savoury with a chocolate finish

16. American Cheese Cake

The Italian recipe for cheesecake lovers with the best of Italian ingredients: soft velvet cheese topped with a deep dark blueberry sauce

Because artisan gelato is made fresh daily with the highest quality ingredients, has less air than traditional ice cream and is served at a higher temperature, the flavours invigorate the palette while containing fewer calories and fat. This makes gelato the right choice for health-conscious foodies who appreciate the finest flavours and textures.

Gelato World Tour has already travelled to ten cities: Rome, Valencia, Melbourne, Dubai, Austin, Berlin, Rimini, Singapore, Tokyo and Chicago. In 2016, the international competition launched three local events: Italian Challenge, German Challenge and China Challenge. Gelato World Tour China Challenge is organized by Shanghai Nina Food. The prestigious Carpigiani Gelato University and Sigep – Rimini Fiera, the most important trade show for traditional gelato and pastry, sponsor the event as well as ISA, leading manufacturer of gelato display cases, PreGel, the world's largest producer of ingredients for gelato and pastry, the gelato shop chain CiGusta, Haier, OCT Mall. The Italian Gelato Culture Festival has got the patronage of the Italian General Consulate of Canton and ICE.

Here's the detailed program of the activities at the Italian Gelato Culture Festival, that will be open on August 5th-7th, 2016 from 12:00pm to 9:30pm.

FRIDAY – AUGUST 5TH

h. 13.00 OPENING CEREMONY

h. 14.00 SORBETTO ITALIANO

Learn about fruit-based gelato, best known as Italian-style Sorbetto, followed by a free tasting.

h. 15.00 PINOPINGUINO

The magical world of PinoPinguino for children! “Let’s decorate together a gelato sundae”

h. 15:45 SIGEP RIMINI, The World capital of artisan gelato

Each year the entire gelato community converges to Sigep to learn the latest trends and to share success stories. Discover how to attend!

h. 16.00 STACK IT HIGH

A 20-seconds battle to create a new World record! How high can the Gelato Artisans scoop? How many gelato scoops can be stacked on a single cone? A competition amongst the professional gelato chefs competing in the China Challenge

h. 17.00 SORBETTO ITALIANO

Learn about fruit-based gelato, best known as Italian-style Sorbetto, followed by a free tasting.

h. 18.00 TIRAMISU

Discovering the secrets of Tiramisù. A gelato dessert dramatically Italian

h. 18:45 SIGEP RIMINI, The World capital of artisan gelato

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h. 19.00 THE GELATO CUP KNOCKOUT

Which gelato artisan will create the most beautiful gelato sundae? The public will decide! A competition amongst the professional gelato chefs competing in the China Challenge

SATURDAY

h. 13.00 PISTACCHIO

Discover a classic and intense Italian flavour, harvested directly in Italy. Followed by a free tasting.

h. 14.00 SORBETTO ITALIANO

Learn about fruit-based gelato, best known as Italian-style Sorbetto, followed by a free tasting.

h. 15.00 PINOPINGUINO

The magical world of PinoPinguino for children! “Let’s decorate together a gelato sundae”

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SUNDAY

h. 13.00 Technical Challenge

The Technical Jury will evaluate the competition flavours.

h. 14.00 NOCCIOLA

Discover a classic and intense Italian flavour, harvested directly in Italy. Followed by a free tasting.

h. 15.00 SORBETTO ITALIANO

Learn about fruit-based gelato, best known as Italian-style Sorbetto, followed by a free tasting.

h. 16.00 PINOPINGUINO

The magical world of PinoPinguino for children! “Let’s decorate together a gelato sundae”

h. 17.00 SORBETTO ITALIANO

Learn about fruit-based gelato, best known as Italian-style Sorbetto, followed by a free tasting.

h. 18.00 AWARDS CEREMONY

The Official Awards Ceremony of the Gelato World Tour China Challenge

Media credentials, photography, b-roll and more information are available upon request.

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