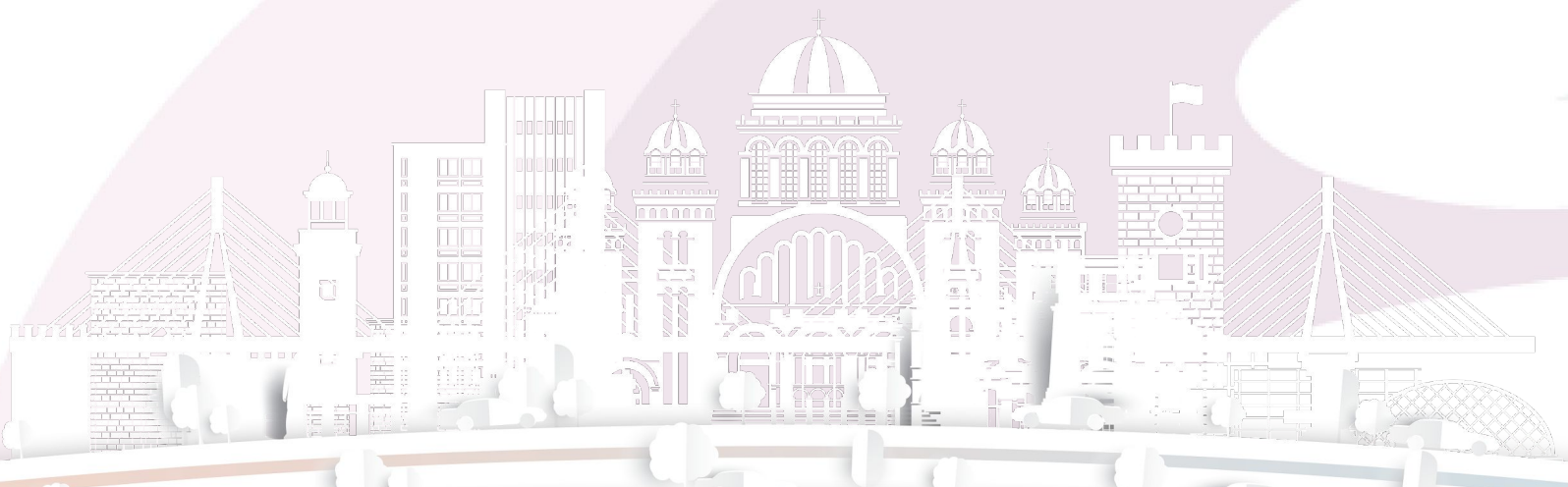




GELATONtheROAD

Manifesto



Co-funded by
the European Union

Vision

What is GELATO?



- High quality ingredients
- Local and traditional ingredients
- Environmentally sustainable
- Energetically sustainable
- Innovative and creative





- To foster gastronomy and cultural tourism
- To create a network of artisanal gelato makers
- To encourage local, innovative and creative gelato flavours
- To improve the economy around gelato
- To spread the European history and culture of gelato

Mission

What do we want to do?

Mission

How do we want to achieve it?

- 300 gelato makers involved
- 1 gelato contest with prizes
- 65 new gelato flavours
- 65 cities involved
- 1 label for sustainability
- 130 protocols of understanding
- 1 app
- 36 events
- 12 itinerant pop up museums stops
- 10.000 pop up museum visitors
- 240 cultural tourism operators trained





- Local ingredients and freshly sold gelato
- Pasteurization
- At least 3% of fat milk, in milk-based gelato
- Sorbets lactose free
- At least 25% of fresh or frozen fruit in fruit sorbets
- At least 15% of citrus juice or centrifuged citrus in citrus sorbets
- Ingredients and allergens are displayed and visible
- High hygiene and sanitation standards (HACCP)
- Reuse, recycling and material compostability
- As more as possible, support purchasing products from local farmers

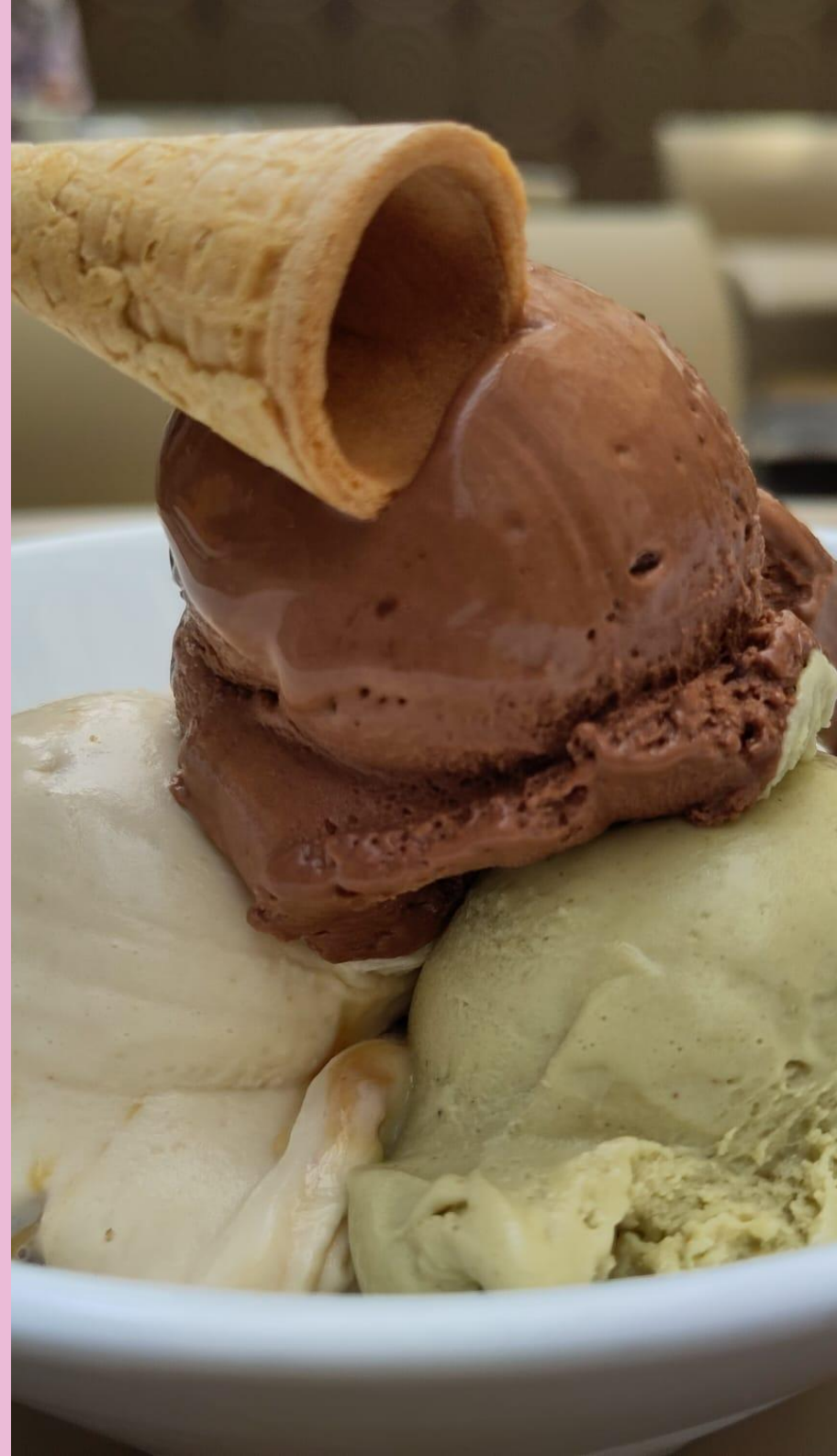
The PROTOCOL of UNDERSTANDING

The quality and sustainability criteria

JOIN US in the first European Road Of GELATO!

How?

- Embrace the quality & sustainability criteria
- Sign the protocol of understanding
- Receive the label for sustainability
- Participate to the GELATO contest with prizes
- Create new GELATO flavours



THE PROJECT AND BEYOND

What are the long term benefits?
Why should you participate?

Boom the visibility
of your artisanal
gelato at local
and European level



Join the network
of artisanal European
gelato makers



Enlarge your market
outreach at
European level



Boom your selling
opportunities at local
and European level





Co-funded by the European Union



Office in Venice
Bureau à Venise
Ufficio di Venezia



THANK YOU!



info@gelatontheroad.eu

