

PRESS

23-27 gennaio January 2010 Rimini • Italy

Sigep
Ufi
Approved
Event

31° Salone Internazionale
Gelateria, Pasticceria e Panificazione Artigianali

31st International Exhibition
Artisan production of Gelato, Pastry, Confectionery and Bakery

*Professional
only!*

Press Release N° 6

SIGEP IN THE INTERNATIONAL SPOTLIGHT

**On the run-up to the Gelato World Cup,
the ten competing nations prepare to fight it out to succeed Italy.**

New 2010 feature for gelato-making: Heading for Excellence

Rimini, 13th November 2009 – There are still two months of training before the ten national teams in the running take their places for the fourth edition of the *Gelato World Cup*, being held at the **31st SIGEP International Exhibition of Artisan Gelato, Confectionery and Bakery production** (Saturday 23rd - Wednesday 27th January 2010) to compete for the coveted award.

SIGEP is the world's most important expo dedicated artisan confectionery, a meeting point for companies and masters who are the key players in Italian-made produce as far as artisan confectionery is concerned, an international showcase able to attract over 92,000 trade members from 150 nations worldwide (as happens in January).

GELATO WORLD CUP

After establishing the ten teams taking part in the fourth edition of the Gelato World Cup (**Australia, Argentina, Brazil, France, Germany, Iran, Morocco, Spain, Switzerland and USA**), their line-ups are also being decided. There is great excitement at international level regarding the competition and thanks to the foundation of the World Cup Clubs, in the various countries initiatives are being held to support the event. It should be remembered that Italy is not taking part in this edition, as it won two consecutive competitions, so the regulations compel it to miss an edition.

The line-ups of the teams have also been announced. The members are great professionals able to ensure the competition lustre. For **Argentina**: Eduardo Ruiz (Captain), Jose Victorio D'Alonzo, Jorge Luis Garcia and Nestor Fabian Reggiani; **Australia**: Kenneth Train (Captain), Martino Antonio Piccolo, Nathan Griffiths and Maurizio Vinardi; **Brazil**: Bruno Stippe (Captain, Frederico Samora, Angelo Perrella and Philippe Soffieti; **France**: Jean Claude David (Captain); **Germany**: Stefano Lucchini (Captain), Piero Salomone (Gelato maker), Antonio Mezzarana (Pastry chef) and Gerhard Skrowanek (Sculptor/Chocolatier); **Morocco**: Kamal Rahal Essoulami (Captain), Houcine Lakhel, Karam Boukhari and Nabil El Moudni; **Spain**: Paco Carretero (Captain), Lorenzo Blanco (Gelato maker), Alfonso Herce (Pastry chef), Jesús Ruiz Arcas (Ice Sculptor), **Switzerland**: Giuseppe Piffaretti (Captain), Tiziano Bonacina (Pastry chef), Tony Steininger (Ice sculptor) and Rolf Mürner (Pastry chef); **USA**: Claude Lambertz (Captain), John Hui (Pastry chef), Loan Co (Pastry chef) and Paul John R. Padua (Chef).

The expo's project manager Giorgia Maioli explains, "SIGEP plays a decisive role in promoting Italian gelato, a confectionery art that is a true icon of Italian-made produce. To defend its unique features, it is not sufficient to generally affirm this supremacy, so in fact SIGEP, alongside the companies, has organized numerous initiatives that animate the international scenario. At Rimini Fiera we'll see the extraordinary results of this work."

At the end of November (28th and 29th) at the *Feria de la Golmajeria* in Calahorra (Spain), the Spanish team taking part in the World Cup will be officially presented. This is a trade fair dedicated to artisan confectionery, an event eagerly awaited in a region that has made food quality a feather in its bonnet and is about to launch a vegetable museum in Rioja, a region famous for the richness of its farm produce.

There is also great excitement in Australia, where the team is already training and Luigi De Luca, an Italian gelato maker transplanted in the southern hemisphere, successfully leads the national team, preparing it appropriately with a view to SIGEP 2010.

The World Cup organized at SIGEP has also taken root in Buenos Aires. In Argentina there has already been a prologue to the Cup, with the key players of SIGEP at the *Fitthep* trade fair. South America is also fertile terrain, particularly in Buenos Aires, where there is a hotel school with a great tradition and 1,300 students.

Italian Gelato and SIGEP are also key players in Germany, where Italian gelato makers are experiencing a brilliant period, at the centre of attention as far as both media and consumers are concerned. At the expo **Eiskalt: Aber mit Leidenschaft** (Cold: but passionate), in the Ruhr basin, really close attention was focussed on the competition in the course of the numerous events organized from June to October.

The Initiative was also a key player at the ANUGA 2009 international food expo in Cologne, where the chairman of the Gelato World Cup, Giancarlo Timballo, presented the German team that will take part in the competition being held at SIGEP 2010.

There is also news as far as the regulations are concerned: in 2010, the fourth Gelato World Cup will begin on Sunday 24th January, with the ice sculptures. On Monday 25th and Tuesday 26th, five teams will come into action on the first day and five on the second. This will allow the teams to work more calmly. Other new features: this year, the sugar sculpture that which supports the gelato cake, will be replaced by a sculpture in chocolate.

The Press Jury will consist in the editors of the media sponsors of the World Cup (Pasticceria Internazionale, PuntoIT, Chefiducina magazine) and journalist from exclusively foreign magazines: Spain's Arte Heladero, UK publication Ice Cream Magazine, Japan's Ice Cream Review, and Argentina's Heladeria Panaderia Latino Americana.

The Gelato World Cup can be staged thanks to the support of the main sponsors: **Bravo, Friesland Foods - Debic, Prodotti Stella** and the following companies: **Caffarel, Lavazza, Electrolux, Medac, Ovito, Paperlynen, Ostificio Prealpino, Reire, M.C.M.** Other prestigious names are arriving, confirming the value and authoritative reputation gained by the contest.

As well as the great events, from the expo point of view SIGEP 2010 will host a new feature, the **SIGIFT, Favour, Comfit, Decoration and Gift Show**. Information can be found on the Web site: www.sigift.com

SIGEP 2010 AT A GLANCE

Organizers: Rimini Fiera SpA; **with the sponsorship of:** Ministry for Agriculture, Food and Forestry Policies; **edition:** 31st; **frequency:** annual; **category:** international exhibition; **admittance:** trade members only; **tickets:** 31 euros; **hours:** 9.30 am – 6.30 pm, last day: 9.30 am - 5.00 pm; **project manager:** Giorgia Maioli; **info:** +39 0541744111; **Web site:** www.sigep.it

PRESS CONTACTS:

Rimini Fiera SpA communication & media relations service
+39 0541 744510 press@riminifiera.it

manager: Elisabetta Vitali; **press office coordinator:** Marco Forcellini; **press staff:** Nicoletta Evangelisti Mancini and Alessandro Caprio; **media consultant:** Cesare Trevisani "Nuova Comunicazione Associati"

Nicoletta Evangelisti

Addetta Stampa

Rimini Fiera S.p.A.

tel 0541.744510 -fax 0541.744505

n.evangelisti@riminifiera.it

www.riminifiera.it

Via Emilia 155 ,47900 Rimini

Codice fiscale/Partita Iva 00139440408

Capitale Sociale 42.294.067 i.v.

Registro Imprese : Rimini P.I e n. Reg. Imprese 00139440408

ATTENZIONE: Questo documento proviene da Rimini Fiera spa ed è indirizzato esclusivamente al destinatario. Tutte le informazioni ivi contenute, compresi eventuali allegati, sono soggette a riservatezza secondo i termini del D.Lgs. 196/2003 in materia di "privacy" e ne è proibita l'utilizzazione da parte di altri soggetti. Se dovesse aver ricevuto per errore questo messaggio, La preghiamo cortesemente di contattare il mittente al più presto possibile e di cancellarlo immediatamente dopo. Grazie.

DISCLAIMER: Confidentiality Notice - This e-mail message comes from Rimini Fiera spa, including any attachments, is for the sole use of the intended recipient and may contain confidential and privileged information. Any unauthorized review, use, disclosure or distribution is prohibited. If you are not the intended recipient, please notify us immediately by telephone or by e-mail and destroy all copies and delete them from your computer system. Thank you.