



1785 Fim Boulevard
Fort Walton Beach, FL 32547
Phone (850)243-5455
Fax (850) 243-5443

News

G.S. Gelato to begin serving Winn-Dixie Supermarkets

Contact:

Jeffrey T. McAlum, Marketing Coordinator
JMcAlum@gsgelato.com
(850) 243-5455

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Fort Walton Beach, FL (April 8, 2010) – G.S. Gelato and Desserts, Inc. has reached an agreement in principle with Winn-Dixie Supermarkets, one of the largest food retailers in the country, to become the sole vendor of authentic, Italian gelato and sorbet in 260 retail locations throughout the southeast.

“It is a big step for our company, our brand and gelato in general. Gelato and sorbet have gradually become better known as healthier and tastier alternatives to American ice cream. Winn-Dixie is just the latest to recognize the growing demand for our natural and quality products,” stated Simona Faroni, owner of G.S. Gelato & Desserts. “We produce several private label brands for large, national companies, but this is one of the biggest accounts for the G.S. Gelato brand name.”

Winn Dixie, the Jacksonville, Florida based supermarket operator, will begin carrying eight pint flavors of G.S. Gelato’s gelato and sorbet including best sellers like Sicilian Blood Orange sorbet and decadent Tiramisu gelato. The target date for a complete roll out in 260 locations is scheduled for May 2010. For over 80 years, Winn Dixie has stood for quality and value while exclusively serving the people of the southeast. In all, the company operates 513 locations in the states of Florida, Alabama, Louisiana, Georgia and Mississippi. Further expansion of G.S. Gelato into additional retail stores is a possibility in the future though no time-table has been set.

G.S. Gelato & Desserts Inc. specializes in the creation of authentic, Italian Gelatos & Sorbets. The 26,000 square foot, state-of-the-art manufacturing facility resides in sunny Fort Walton Beach, FL and is the first of its kind to receive approval from both the Food & Drug Administration and the Department of Agriculture. G.S. Gelato serves several major retail and food vendors and recently received the “Best in Show” award at the Florida Restaurant and Lodging Show. G.S. Gelato & Desserts, Inc. is located on North Beal Parkway, two miles north of the Northwest Florida State College. For more information, call the corporate office at (850) 243-5455 or visit us online at www.gsgelato.com