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Gelato Gets Some Props, Heads Around Southeast

[2010-05-27] G.S. Gelato and Desserts Inc. 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," says 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 Tiramisu gelato. The target date for a complete roll out in 260 locations is scheduled for May 2010. 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 and Desserts Inc. was also selected as a Silver Finalist for the 2010 National Association of Specialty Foods Trade (NASFT) sofi Awards for their Blood Orange Sorbetto in the diet and lifestyle category.

A NASFT sofi, which stands for specialty outstanding food innovation, award is one of the most coveted accolades a product can receive in the specialty foods industry. Exactly 1,570 entries were submitted to NASFT from around the country to be judged in 31 different categories. Only 125 products were named as finalists and G.S. Gelato's Blood Orange Sorbetto is just one of four products that were chosen by a national panel of expert judges to compete for a sofi gold award in the diet and lifestyle category. The category winner will be announced in June at NASFT's 56 Annual Fancy Foods Show in New York City.

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