

# Echo

### As Featured in the Echo

### Enjoy a sweet taste of Italy...



AN ITALIAN family have launched their own gelato business to bring a fresh taste of their homeland to the Essex seaside.

Gelato Italia has been set up by the Siciliani family with their recipes for Italian dessert products gelato, sorbetto and granita slush made at their factory in Waterloo Road, Shoeburyness, Essex.

The family have been working alongside chefs from their native country for more than 30 years, but have only recently decided to plunge into the Gelato business.

## Community Charity Support

As we approached the Olympic, Paralympic and the Queens jubilee, Gelato Italia launched a special ice cream recipe "A taste of Britain" which has been produced to raise money for the charity Kingsdown Special School. With some help from Dan Bentley the current Boccia Paralympian, Kingsdown School aims to develop and support children in Boccia by providing a pathway to progress to National and International representation leading ultimately to Paralympic selection.

Gelato Italia believes every child deserves the opportunity to participate in sporting activities, and have helped to raise money for new Boccia ramps.



## National Ice Cream Day 2012

A Big thanks to everyone that made NATIONAL ICE CREAM DAY a success!! Gelato Italia celebrated National Ice Cream day at Yoie's Ice Cream Parlour along Southend-on-Sea Seafront, by offering a FREE taste day of 26 Different Flavours they produce. They also held 3 competitions for different age groups, the winners along with photos are posted on our Facebook page.



## Novelty Gelato Home Delivery

Gelato Italia are launching a novelty home delivery service, where you can now order your favourite flavours online, and have them delivered to your doorstep.

