



Amorino[®]
GELATO AL NATURALE

The Amorino Gelato flower celebrates its 20th anniversary

On June 18th, to celebrate its 20th anniversary, AMORINO invites you to discover our 100% new Italian recipe where we have given a modern twist to the classic amarena cherry flavour – our limited edition **AMARENADA** !

"Did you know that my favourite flavour is Amarena? reveals Paolo Benassi, co-founder. "It's a real treat to celebrate our 20th anniversary by re-interpreting this emblematic flavour! The amarenada was one of the first flavours we served in our stores. It's a flavour that conjures up a lot of emotions for me, and I hope that its big comeback, 20 years later, will also create as many thrills for our customers"

A delicate balance created between the refreshing coolness of gelato, the juicy cherries, the fior di latte and the crunchiness of hazelnut will awaken the hidden gourmet in everyone.


The gelato is also available in a grandioso gelato-filled macaron decorated in our 20th anniversary colours.

Our gelato artist's tip for this limited edition :

"Amarenada is a gelato with a lot of character, it takes centre stage but can be further highlighted with a serving of chocolate for a little more pizzaz "

Cristiano Sereni and Paolo Benassi, two childhood friends are behind AMORINO. Eager to introduce their version of gelato, they set up their first store in 2002 in the heart of Paris, on Ile Saint-Louis. It was the start of a great adventure. Between the opening of the first franchise store in 2006, the first international store in Barcelona in 2008 and then in New York in 2011, the granting of the Vegan Society label in 2015 and finally the "Artisanal Ice Creams of France" Quality Charter, awarded by the Confédération Nationale des Glaciers de France in 2016, AMORINO has shown it knows how to evolve and adapt to its customers' desires and needs.






« I distinctly remember the first time I went into the laboratory of my favourite ice cream store... I must have been about 10 years old ... And here I am today, with this same creative passion, as strong as ever! Together, with my friend Paolo Benassi, we are proud of this great adventure that we call AMORINO » says Cristiano Sereni, co-founder.

To celebrate its 20th anniversary,
AMORINO is organising an Instagram contest from June 18th.
And have you ever heard of a birthday without any presents? Of course not!
So, for this special occasion, AMORINO is offering you the opportunity to win many prizes!
A trip to Florence for two, workshops as well as numerous gift vouchers!
All you have to do is share a photo of your gelato by tagging the AMORINO Instagram account (@amorinogelato) which you should already be following.
The winners will be selected from the most beautiful photos posted.

#AMORINO #AMORINO GELATO #AMORINO GELATO AL NATURALE
#GELATO ARTIGIANALE #GELATO ITALIANO #ITALIAN TRADITION #SAVOIR FAIRE
#20 YEARS #HAPPY BIRTHDAY #PARTY #AMARENADA #DELICACY



KEY FIGURES FOR THE 20-YEAR MILESTONE :

200 stores, of which more than **90** in France alone
Present in **15** different countries
36 different flavours of which **14** vegan
More than **13 million** gelatos served in 2021...
and as many happy faces witnessed in our stores!

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