News Release

G.S. Gelato Launches New Flavor for Retail Pints

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Fort Walton Beach, Fla. (January 18, 2012) – G.S. Gelato & Desserts announces the addition of Caramel Sea Salt, its newest fresh, bold flavor to hit retail in 2012. The pint is the ninth flavor in the G.S. Pint Collection, available throughout the country. The pints will be available for distribution in February.

Caramel Sea Salt brings the two worlds of salty and sweet into an explosive combination of taste. With a deep, creamy texture that is reminiscent of a soft warm caramel, and a delicate touch of Mediterranean Sea Salt, a fusion is created that is unmatched in taste. The pint will retail for 4.29 to 4.99.

"Bringing a flavor like Caramel Sea Salt to our Pint Collection was a natural choice for us, it marries the bold sea salt caramel taste with our pure Italian traditions," said Simona Faroni, owner of G.S. Gelato. "The end result is truly a masterpiece."

Using centuries old Italian methods, G.S. Gelato takes pride in making gelato just as you would find in Italy, using only pure and fresh ingredients. Authentic gelato also contains up to 30% less fat than traditional ice cream, which makes it a great alternative to consumers looking for an indulgent, yet healthy dessert.

For more information on Caramel Sea Salt, please contact Kindra Svendsen at (850) 243-5455.

G.S. Gelato & Desserts Inc. specializes in the creation of authentic, Italian gelatos & sorbettos for foodservice, retail and private label. Using traditional Italian methods, G.S. Gelato is the only Italian-owned company in the United States using all Italian equipment. Named by USA Today as ‘the most authentic gelato in the country,’ the company prides itself on being the first facility to receive approval from both the FDA and USDA. For more information, please visit www.gsgelato.com.

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