



Fact Sheet: The Scoop on Gelato

What is gelato?

Gelato is simply a richer tasting Italian style ice cream. It is substantially healthier than conventional ice cream, yet is more than twice as concentrated with ingredients.

- To be considered gelato the ingredients must consist of 8% or less butterfat (ice cream usually has at least 12%)
- Ice cream can be stored for upwards of 18 months, but gelato is best served within 4 to 10 days.
- "produzione propria" (home made) gelato is made in small batches and with hand measured ingredients.
- The word "gelato" means "frozen" in Italian
- A gelato parlor is referred to as a "gelateria."

The History of Gelato:

- The Chinese were recorded as eating frozen desserts back in 200 B.C.
- Gelato can be traced back to biblical times when Isaac offered Abraham a refreshing treat consisting of goat's milk mixed with snow.
- The Egyptians wrote of bringing snow and ice down from the mountains, mixing in fresh fruits as flavorings and goat's milk and creating a dessert.
- The process of making frozen desert found its way to India, Persia, and was eventually brought to Sicily by the Arabs.
- Once the earlier versions of a frozen desert evolved into gelato, it was made popular in Europe by Italian royalty.
- **Gelato was the predecessor to ice cream.** Benjamin Franklin, having frequented Europe, eventually brought gelato recipes back to the U.S. When he used the rich, fatty American cream in the recipes, the mixture required more sugar to maintain its texture. The result was a sugary, calorie-full desert that became known as "ice cream."

Where is gelato now?

- Italy has over 35,000 gelato shops in a country the size of Arizona with a ratio of 1 shop to every 2,000 people.
- In the United States companies like Gelato Café have focused on creating small gelato shops located in high trafficked upscale areas.

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Fact Sheet: Gelato Café

Gelato Café Interesting Facts:

As the increasing demand for a premium healthier desserts rises, Gelato Café has made strides in sharing authentic Italian recipes with the American public.

- Gelato Café at Las Vegas Blvd. marked the first free standing frozen desert eatery on the Strip.
- Within 19 months of first opening Gelato Café created a recognizable brand and has expanded itself to 3 municipalities and two cities.
- The cabinetries are all imported from Italy along with the whip cream machines that produce a moose-like product.
- Catering is available via Mobile gelatorias with 12 bins of gelato or tables with 3-5 bins.
- Gelato Café features only the most authentic and quality gelato produced by Dolcesco Enterprises.

About Gelato Café:

The first Gelato Café launched in Nevada during the first quarter of 2004. "Gelato Café" is a registered trademark licensed by ExTZ, Inc. Gelato Café distinguishes itself by providing a premium micro-produced gelato product that maintains authentic Italian ice cream standards. Gelato Café was created and developed by Ronnie F. Lee who has expanded the business from one to three locations within the first two years of operation. Gelato Café currently has three locations; "The District" at 120 South Green Valley Pkwy Ste. 174, Henderson, NV, 89012; 8550 W. Desert Inn Rd. Ste. 103, Las Vegas, NV, 89117; and in front of the "Fashion Show Mall" at 3200 Las Vegas Blvd S., Las Vegas, NV. Gelato Café will cater events and offers business expansion opportunities to partners worldwide. For more information visit www.gelatocafe.net or call 702-736-9145.

Dolcesco Interesting Facts:

Dolcesco is focused on becoming one of the largest authentic batch produced gelato facilities in the U.S.

- Dolcesco gelato has only 1/4 the fat and half the calories of typical American ice cream. It also has less butterfat than most other gelatos.
- Dolcesco's gelato is a micro-produced, all natural product handcrafted in Las Vegas.
- Dolcesco can make custom flavors for restaurants and gelatorias.
- Dolcesco uses a base product produced by PreGel, Europe's leading supplier of natural ingredients like pastes, powders and flavors for making gelato.

About Dolcesco Enterprises:

Dolcesco, LLC operating as Dolcesco is based in Las Vegas, Nevada and managed by Artistic Business Services (ABS), Inc. Dolcesco specializes in developing and manufacturing premium Italian style ice cream, "gelato," that is distributed to desert parlors and restaurants. Dolcesco embraces the authentic Italian method of producing gelato by making it daily in small hand-measured batches. All recipes used are specially designed to ensure the richest flavors while being the healthiest alternative to other frozen desserts. Dolcesco has been placed in many of Las Vegas' most popular casinos and local gelato parlors. For more information visit www.dolcesco.com or call 702-2 GELATO (43-5286).



Biography: Ronnie F. Lee, CEO and President

In short:

Ronnie F. Lee founded ABS Inc., a business development company, in 2002 and currently serves as the CEO and President. He developed and now licenses the trademark of the “Gelato Café” title and concept through another company called ExTZ Inc. Prior to becoming a businessman Lee was in the U.S. military, was a well recognized music artist based in Italy, and a record label owner/manager. Lee has been a Las Vegas resident since 1998 and is currently focused on bringing authentic Italian gelato to the American public.

Detailed Background:

Ronnie F. Lee was born on a U.S. military base in Germany. Being part of a military family resulted in relocating several times during his youth. After graduating high school in the U.S. he too joined the U.S. Army in 1987. While in the military, Lee had spent just over three years in Italy. He left the military as a Sergeant E5 (P) in 1992, he decided to remain in Italy to become a professional music artist, promoter, song writer, video jockey and radio personality. He performed four top 10 singles and wrote four top 10 songs including a number one hit in Italy. Lee’s success as an artist eventually led him to become one of the world’s top “hardcore” techno emcees and start his own record label called So-Real Records.

In 1998, Lee moved to Las Vegas, Nevada and started European Music Market, Inc., a company that imported and managed 7 record labels in Italy. Lee most notably brought to the U.S. the sounds of “Digital Boy,” who DJs and produces in Las Vegas. Lee recognized that his talents lie beyond music, but also in business strategy and development.

In 2002, Lee founded Artistic Business Services (ABS Inc.), a company that specializes in business development. Two years later Lee focused his attention on bringing the U.S. public Italian style ice cream, “gelato.” Another company Lee started, ExTZ Inc., retained the trademark on the “Gelato Café” title and concept and now licenses the trademark to partners worldwide. The first Gelato Café opened in 2004 in Las Vegas. Today there are three locations and counting.

Lee is fluent in speaking and reading Italian and German. He has been happily married to his wife since 2006 and enjoys motivational reading, music production, poetry, weightlifting, biking, cars and travel.

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