

VE.CO.GEL & DISARONNO INGREDIENTS AT MIG FAIR IN LONGARONE: INTERNATIONAL SHOWCASE FOR QUALITY ITALIAN GELATO PRODUCTS



The **MIG, International Exhibition of Artisan Gelato**, a fair which since 1959 has served as a major **showcase** for the finest products in the realm of artisan gelato/ice cream recently came to a close in Longarone (Belluno), Italy. In particular, this 2022 edition of the event revolved around the ultra timely theme of **sustainability**, so apropos for underscoring man's strong connection to nature. **Environmental sustainability** is an objective which **Vecogel** (Illva

Group company that's a leader in the sale of machinery and semifinished products for artisan gelato) continues to pursue not only in terms of its corporate mission but also through its product line and its use of compostable packaging. For the fair the company created a fully eco-friendly booth using **natural materials**, as in wood from the devastating **Vaia storm** which hit northeastern Italy in 2018 downing millions of trees.

Comprising the innovative exhibition space were **relaxation** and **wellness** areas, along with a wide range of **displays** for the different lines of Italian ice cream and the like. They went from the **Naturally Sweet** and **All Natural** lines with natural ingredients, instrumental in gelato making; to yummy albeit less natural types of products thanks to the many Montebianco and Prodotti Stella lines.

The brand-new “Gelato Pokè” featured in another display. Other items sparking interest at the booth included the versatile



Icechef machine for use in the bar and restaurant business and the great new **Sweetbike** line of ice cream carts.

In the same booth, side by side with Vecogel, **Disaronno Ingredients** presented all the fine products made by the brands that belong to the manufacturing group, from the storied **Anselmi** to the innovative **Montebianco**. And in tacit recognition of just how solid the world of excellent Italian ice cream really is, together **Vecogel** and **Disaronno Ingredients** won the **MIG GREEN award** for the most

sustainable exhibition space of the entire event. It's an award that in addition to creating value highlights how important environmental and social responsibility is for the Illva group. To be sure, the construction of a fair booth with **wood recovered from the 2018 Vaia storm** and the support of **Scarpetta Rossa APS** (association with aim of helping women victims of violence, etc.) represent simply two examples of a corporate culture that always devotes keen attention to ethical values and choices oriented towards the future and towards making a positive social impact.

