



Roberto Ghisolfi, son of Alessandro Ghisolfi.

A piece of art: Gelato by Giolito

Whether it refreshes us during hot summer days or comforts you snuggled up in front of the fireplace, fresh Italian gelato is a treat for everyone. Swiss company Giolito has mastered the art of making gourmet gelato to perfection. With great passion and strictly using fresh ingredients whilst entirely avoiding any additives, Giolito has become a leading expert of the ice-cold indulgence.

TEXT: MARILENA STRACKE | PHOTOS: GIOLITO

When Dr. Hans Merki from Bern travelled to North Italy to visit his wine dealer over a decade ago, little did he expect to open his own gelato business shortly after. But, as it often happens in life, one small thing led to another. During his trip, Dr. Merki realised that there were no premium gelato brands presented in Switzerland. He visited the Gelateria Ghisolfi, a traditional family-run gelato parlour near Monza, which was founded by Alessandro Ghisolfi in 1958.

It only took one spoon to convince Dr. Merki that this outstanding gelato had to be made available in Switzerland. It did not matter to him that he had no experience in starting a business, let alone in the food and import sector. Dr. Merki was determined to take the Italian delicacy home at all costs and, as they say, the rest is history. In 2005, the delicious gelato, handmade in Italy by the Ghisolfi family, entered the Swiss market under the fitting brand name Giolito, which means indul-

gence or joy in Italian. From then on, the gourmet ice cream took the Swiss and German market by storm.

Using the expertise of the long-established Ghisolfi family and merging it with the innovative creativity of top patissiers such as Ernst Knam has proven to be a very successful concept. Internationally well-known leading chefs create exotic flavours so there is always something new to try. Amongst others, chocolatier Gilles Marchal, Rolf Mürner, Stefan Wiesner and Cristiano Rienzner have also created a signature gelato.

Giolito's CEO Walter Diethelm explains how the remarkable taste is achieved: "The gelato is made with a high amount of flavour-enhancing raw ingredients such as

mango with 68 per cent of Alfonso-mango from India. The fruit we use fully ripens on the tree in its natural environment before it is gently processed on site." Another aspect, as Diethelm explains further, is the significant reduction of air in their gelato, which only measures around 30 per cent compared to the 80-100 per cent of their competitors. This is important because the less air the gelato contains, the longer the taste will stay in the mouth.

Also important is the stirring procedure before the gelato is frozen. Giolito's intensive stirring process of up to 36 hours gives their gelato its distinctive tenderly melting, creamy and stable structure exclusively made from natural ingredients. There are many different flavours to choose from and inspiration comes from almost everywhere, as Diethelm reveals. "It is important to keep your eyes open and recognise potential. There are conceptual ideas such as the 'Power Fruits', where we constantly test the suitability of new raw ingredients, which have outstanding qualities such as a high vitamin level, antioxidants or healing properties. Our Goji Latte gelato was created that way."

Seasonal produce can also factor into creating new flavours such as the creation 'Dattero', gelato made from deliciously fragrant Khalas dates. "But there is also the truly creative process," Diethelm adds,

Mojito Sorbetto.



"where the impossible is achieved by our creative minds. Good examples for this are the flavours Rose, 1001 Nights or Le Male, which was inspired by Jean-Paul Gaultier's perfume of the same name."

Of course, Diethelm has his own favourite flavour and it is quite an exotic one: the Tè Verde made from the healthy Japanese Matcha tea that boosts a surprisingly strong green tea flavour. The personal Giolito favourites of the patissiers and chocolatiers are the classic Pistachio, made from Sicilian Bronte pistachios, and Caffè Bianco, a real treat for the senses made from coffee beans soaked in cream to create a sublime white coffee-cream flavour. Gilles Marchal, world-class patissier in Paris loves the flavour Cioccolato Guanaja,

consisting of a stunning 70 per cent Valrhona Grand Cru Guanaja chocolate with 70 per cent cocoa content.

In 2007, Giolito's Mango Sorbetto has already been chosen as the best mango ice-cream in Germany by the TK-report and many awards are consistently following. Giolito is available in Switzerland, Austria, France and Germany but is also looking to extend its network beyond their current market.

The rich and beautiful flavours and the excellent quality of this homemade gelato simply speak for themselves. All you need is a spoon.

www.giolito.ch



The 'Mondini' gelateria in Mariano Comense was opened in 1930.