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## Remeo: the Prada of italian gelato

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London-based Remeo has launched a range of luxury artisanal gelato in jars. Available in Italian Caffé Espresso, Bourbon Vanilla, Chocolate, and Italian Strawberry flavour, these new frozen desserts are produced in Italy using fresh pasteurised milk and are made with 100% natural ingredients. Remeo is shipped every week from the northern Italian region of Lombardia, home of Italian gelato.



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Remeo is 100% made in Italy because, according to Paolo P., the gelato artisan, "that is where gelato was born and where all the know-how of the gelato making still resides". Remeo is 35% lower in fat, is gluten free and has a reduced air content compared to regular ice cream.

According to company director Jacopo Cordero di Vonzo, Remeo's aim is to heighten the ice cream standards in the UK: "We noticed that Italian gelato didn't exist in the UK, mainly for two reasons: lack of know-how and quality of raw ingredients and because the big players of the industry are too worried about cost reductions. So not only we have decided to banish any compromise on quality but we have also partnered with the best Italian designers to craft our natural gelato in sophisticated transparent see-through confections. After about two years of research and hard work our gelato has landed on the shelves of the finest London shops."


The name Remeo is "the ancient Latin for 'I return'. Return to the origins of the real Italian gelato. Return to how gelato was made once upon a time".

Remeo products were released in July and are available in the finest London food shops and delicatessens.



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
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