

The ice cream festival in Berlin taking place in the best ice cream shops in the city

- **An initiative to support local (ice) dealers in Berlin**
- **Tailored to the current conditions through contactless payment option**

Rustic yoghurt with lime, mint and blackberry, buffalo ricotta with pear and spicy chocolate, asparagus ice cream, pistachio tiramisu in Sicilian cannoli, Piña Colada made with fresh fruits, orange and fennel, sorbet with primitive wine and mulberry, dark chocolate with spicy Habanero, Zabaione Marsala, babà and many more... These amazing ice cream flavours are just a few of the creations that 31 of the best artisan ice cream shops in Berlin are offering during the [Berlin Ice Cream Week](#) from May, 6th to the 12th. And that's not it! In every ice cream shop, one scoop of these special flavours is going to cost just 1€. To make the best out of this gelato tour we've designed a [map](#) that shows all the participating ice creams shops near their closest metro station (we also prepared a [Google Maps](#)). The event is not just about sweetness and tastiness though: a photo contest on Instagram will give everyone the chance to win a 300 € worth ice cream machine to make their favourite flavours at home. Moreover, through an offline contest, you can win a voucher for 50 € of ice cream.

A perfect event for these hard times

The Berlin Ice Cream Week is an event that fully respects the actual restrictions. In fact, ice cream is a perfect product to be purchased and then consumed away from the ice cream shop, walking in the open air. Each participating ice cream parlour pays maximum attention to hygiene rules and will check that distances are respected at all times. Furthermore, thanks to the collaboration with SumUp, many of the ice cream parlours involved are offering the possibility of contactless payment by card.

Berlin Ice Cream Week, how it works

We selected 31 among the best artisan ice cream parlours in Berlin and asked them to work on a special, imaginative, creative flavour and to create it with only their highest-quality ingredients. And there's even more! The special flavour will cost just 1€ a scoop for the whole week of the

event. Taking part will be as easy as eating an ice cream cone: you just have to go to the ice cream shops ([here](#) the full list) and ask for the Berlin Ice Cream Week special flavour.

Berlin Ice Cream Week, organizers and partners

The event is organized by Berlino Magazine/True Italian and [DUO – ice cream consulting](#) in collaboration with [Babbi](#), an Italian leading company in the production of ice-cream cones, wafers and products for master ice-cream makers, [SumUp](#), a Berlin company that gives fast and economical solutions for paying by card, [G3 Ferrari](#), a producer of machines for making ice cream at home, [Motor Power](#), manufacturer of professional ice cream machines and [Fruteiro do Brasil](#), a company that offers the pulp of exotic fruits. Media partners are [Berlin Loves You](#) and [Berlin Amateurs](#).

Why preferring artisan ice cream instead of an industrial one?

When we enter into a bar or an ice-cream shop, our eye falls on the appearance and the presentation of the ice-cream boxes in the freezer. Usually, it's not so difficult to distinguish an ice cream that comes from the industrial production - characterized by 'fake' colours - from an artisanal one, which has a more natural and simple appearance instead. Handmade ice cream is characterised by small-scale production, is usually prepared with fresh milk and fruit, without any additives or treatments, and is sold directly to the customer. That's why artisan ice cream is a synonym of handmade, fresh and genuine taste.

The ice cream market in Italy and Germany

Italy and Germany are the European countries with the greatest diffusion of artisanal ice cream. According to data from [Sigep 2019](#), there are at least 9,000 ice cream shops in Germany. This number in Europe is second only to that of Italy, which has 39,000 ice cream parlours (10,000 specialized and 29,000 bars and pastry shops with artisanal ice cream). It is estimated that worldwide the sale of artisanal ice cream in 2016 exceeded 15 billion euros.

Berlin Ice Cream Week 2021

From May 6th to 12th in 31 of the best ice cream shops in Berlin

[Facebook Event](#)