

# Gelati PEPINO 1884

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## > More about Gelati PEPINO 1884

The history of the oldest *gelato* production in Europe begins in 1884 when Domenico Pepino, a Neapolitan *gelato* maker, decided to move to Turin to bring his knowledge at the Savoy's Royal court.

On 17 June 1916 the business was sold to Mr. Giuseppe Cavagnino and his father-in-law, Mr. Feletti, already known food entrepreneurs from Turin, who gave life to a period of great innovation and international records.

In 1939, after years of studies and tests, they created the **Pinguino®**, the first chocolate covered *gelato* on a stick (patent No. 58033), which has since then become a symbol of the constant balance between industry and high craftsmanship.

Now as then, GELATI PEPINO 1884 is a unique family business, run by Mr. Edoardo Cavagnino, descendant of Giuseppe, that places the utmost attention to the quality of its products and ingredients, constantly renewing the tradition of good Italian *gelato*.

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Embracing modern times, PEPINO is living a brand extension that goes from the franchising *gelateria* project Pinguineria PEPINO, to co-brandings and limited edition *gelati*, to high end supermarket corners, to new product lines such as Cold Pastry, Frozen Smoothies, Hot Chocolate, Coffee Cream and others high-quality Italian products for the ho.re.ca. and retail markets.

PEPINO has proven itself also really active in networking projects, founding Exclusive Brands Torino and Italian Identity, with some of the most iconic Italian brands, aiming a sustainable and systemic growth and facing new markets opportunities.

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