

Palermo, 3 February 2026

*For the attention of
H.E. the Ambassador ELENI SOURANI
Email: gremb.rom@mfa.gr*

*Cc: Commercial Counselor
Greek Embassy in Italy
ecocom-rome@mfa.gr*

Subject: Sherbeth – International Festival of Artisanal Gelato | Invitation to collaborate

Your Excellency,

I am writing to bring to your attention **Sherbeth – the International Festival of Artisanal Gelato**, an event held annually in Sicily since 2007. Sherbeth promotes, in an international context, the culture of artisanal gelato as an expression of gastronomic excellence, local identity, and cultural heritage.

The name “Sherbeth”, from which the Festival takes its title, derives from the Arabic term used to refer to the “granita sorbet”, first prepared in Sicily during the period of Arab domination.

In this context, the Festival often recalls the Sicilian innovator Francesco Procopio dei Coltelli (also known as Procopio Cutò), who in 1686 founded in Paris the renowned Café Procope. The establishment achieved notable success when it began serving the so-called “iced waters” of Sicilian tradition, namely granitas flavored with anise flowers and cinnamon.

Since its first edition, inaugurated in October 2007, Sherbeth has delivered outstanding results, gradually establishing itself as a reference point for the sector.

Today, the Festival welcomes on average around 60,000 visitors per edition and hosts approximately 50 Master Gelato Makers, selected in Italy and abroad.

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Particular attention is given to the quality and provenance of ingredients, selected according to rigorous standards and, wherever possible, sourced locally. Master Gelato Makers are chosen through a careful evaluation carried out by the Festival's Technical Board, based on criteria of quality, expertise, and professionalism, in line with the values of the event.

During the Festival, Palermo's historic center is transformed for four days into a "Gelato Village", encouraging interaction among the public, professionals, operators, and institutions, and creating an environment for dialogue and intercultural exchange. The participation of gelato makers from Italy and a wide range of countries brings to the city a valuable heritage of knowledge, techniques, and experience, offering both professionals and the public an opportunity for exchange and growth.

Sherbeth is not only about tastings: alongside sampling activities, the program includes talks, masterclasses, seminars, and educational sessions devoted to themes such as sustainability, innovation, and responsible consumption, with attention also to health-related aspects and a balanced lifestyle. The Festival contributes to the promotion and enhancement of Italy's gastronomic and cultural heritage in an authentically international perspective, fostering encounters among traditions, territories, and communities through a universal language: artisanal gelato.

On the closing day, a competition is held in which Master Gelato Makers compete in a spirit of friendly rivalry. A technical jury evaluates the gelatos presented, assessing flavor and structure, as well as originality and creativity. The best gelato is awarded the "Francesco Procopio Cutò" Prize, a distinction that each year celebrates excellence, creativity, and innovation in artisanal gelato.

The 2025 edition centered on the theme "Innovation is a Tradition", highlighting the continuity between craftsmanship, research, and international openness. This year, we had the honor of welcoming a dual jury—technical and critical—with highly distinguished members, including experts from Australia and Spain.

The winner of the 2025 "Francesco Procopio Cutò" International Competition was Sylvia Chao, owner of the gelateria "Mountain in Blue" (Taiwan). She successfully conveyed Taiwanese culture and territory through local, seasonal ingredients, standing out for her ability to combine solid artisanal technique with

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contemporary creativity. This example effectively reflects Sherbeth's vocation: to enhance the identities and gastronomic heritages of different countries, creating cultural connections through excellence. Sherbeth is, therefore, not only an event, but a cultural project and a platform for international dialogue.

In this perspective, we would be grateful for the Embassy's support in publicizing the Festival through its institutional and communication channels, in order to:

- *Promote your country and its excellences through artisanal gelato;*
- *Strengthen cultural and professional connections between territories through a universal language: artisanal gelato;*
- *Encourage the participation of Master Gelato Makers, professionals, and emerging talents from your country;*
- *Engage communities and outstanding stakeholders interested in taking part in future editions.*

We also look ahead with the hope of developing, over the coming years, selection and presentation activities for the Festival across all continents and in some of the major international capitals, so as to further strengthen the cultural and professional network that Sherbeth is able to generate.

Each year, the Festival helps to share skills, exchange experiences, and create opportunities for dialogue and training. For these reasons, we would be grateful for your support in disseminating this initiative, contributing to introducing Sherbeth to an increasingly broad international audience.

Thank you for your kind attention. I look forward to your courteous reply.
Please accept, Your Excellency, the assurances of my highest consideration.

Yours sincerely,

Paolo Alamia
Presidente APS Promo Sicily

