

L'Artigiano Collaborates with FIAT for Expansion of Vintage Cinquecento Gelateria

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/EINPresswire.com/ -- As part of its ambitious expansion plan in the United States, L'Artigiano Gelato™, known for its authentic Italian flavors, has announced an exciting collaboration with the FIAT brand, the iconic Italian automaker that recently celebrated its 125th birthday. This union brings a delightful blend of traditional gelato artistry and automotive heritage to the streets of New York and beyond, perfectly embodying the essence of the Italian "Dolce Vita."

New Location Now Open in New York City

Building on the successful launches at The Shops of Columbus Circle and Fort Lee Park, L'Artigiano's Fiat 500 Gelateria – a vintage Fiat 500, or "Cinquecento," reimagined as a gelato cart – has officially debuted at another prime location: 52nd & Broadway in Manhattan, partnering with Angelina Bakery, famous for its delicious Bomboloni and Italian coffee—a sensational pairing! This is just the start, with 11 more locations planned to open across New York by next year.



Authentic Italian Flavors

Visitors to the L'Artigiano 500 Gelateria can indulge in a variety of gelato flavors, each one made in Italy. The menu features classics such as the incomparable Sicilian Pistachio and Lemon, alongside new favorites like the recently launched Caramel Affogato. Each flavor is a testament to L'Artigiano's commitment to using high-quality ingredients and traditional Italian techniques.

Looking Ahead

This collaboration marks a significant milestone in L'Artigiano Gelato's expansion strategy, blending the nostalgic charm of the vintage Fiat 500 with the rich, creamy delights of authentic Italian gelato.

Like its classic predecessor, the all-new, all-electric 2024 Fiat 500e is an icon, born to deliver mobility, joy and style in a way that only FIAT can. With its tidy dimensions, zippy all-electric propulsion system and modest curb weight (it's the lightest passenger battery-electric vehicle in the market!), the made-in-Italy Fiat 500e delivers up to 149 miles of range – plenty for visiting every L'Artigiano location in New York.

For more updates and information on new locations, follow L'Artigiano Gelato and Angelina Bakery on social media and visit their websites. Join to celebrate the Italian sweet life—La Dolce Vita—with FIAT and L'ARTIGIANO.

Visit: lartigianogelato.com / fiatusa.com / angelinabakery.com

#LArtigianoGelato #FIATusa #AngelinaBakeryNYC

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