



KING OF THE

Gelato

Palmiro Bruschi brings his artistic flair to Italy's favourite summer treat

EVERY NOW AND THEN you meet an Italian who will push a simple idea as far as possible – and then go even further. This is a person whose passion and focus thrusts whatever they are doing into the international arena. This is the case with Palmiro Bruschi, a man not content with becoming the No.1 Italian Champion Ice Cream Maker, he had to go further.

When I meet Palmiro in his ice cream parlour in the unlikely outskirts of Sansepolcro in eastern Tuscany, he is busy in a meeting with his colleague, Matteo, who is off to Chicago

within the week to open a new chain starting in Phoenix Arizona, Texas and New York. At the height of summer the *gelateria* is heaving with a capacity crowd of 180. His old-fashioned ice-cream cart is capable of serving another 500. On a hot day it is not surprising that they make over a thousand litres of frozen treats.

FRIENDS IN HIGH PLACES

Last week Palmiro was presenting Francesco Rutelli, Minister for Culture, with his latest creation. The next day he

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