



Canadian Gelato Maker Takes a Ride on the Plant-Based Food Wave and it's Gonna be RIGHTEOUS

For Release on Public Launch Date: April 20, 2020 (Calgary, AB)

At an unprecedented time, Canada's most beloved small-batch gelato and sorbetto company is forging ahead with their original commitment to changing their name in correlation with the launch of **four new plant-based nut flavours and announcement of USA expansion with Whole Foods Markets.**

Fiasco Gelato Cafes Ltd. will now be known as Righteous Gelato.

"Like many things in life, you cannot anticipate what the future may hold. When we started we had no idea that one day the affinity for our products and purpose would allow us to enrich people's lives outside of Canada, and that presented an opportunity to rethink who we are and what we stand for" says Boettcher. "Righteous truly embodies the spirit that we have created over the last 10 years, and exemplifies the optimism of our people, our better than expected products, and our unwavering purpose in doing what's right."

The new Righteous plant-based, gluten-free, nut collection was inspired by an adventure to Italy where Boettcher connected with world class gelato makers experimenting with plant-based flavours – and falling in love with a cup of dairy-free Sicilian Pistachio in Firenze. It reignited a desire to continue to push the boundaries on what's possible to give the plant-based community something they deserve, rather than what's on shelves right now. These nut flavours have consistently been the most requested by fans and dairy-free enthusiasts alike.



These new flavours, along with all Righteous pints, are Made in Canada, Gluten-Free Certified, free from sugar alcohols & artificial ingredients, and sold in reusable / recyclable containers. Righteous Gelato is a Best For The World Certified B-Corporation, meeting the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose.

Join the Righteous wave on social media [@righteousgelato](https://www.instagram.com/righteousgelato) and [righteousgelato.com](https://www.righteousgelato.com).

Righteous Gelato is available at grocery stores and natural food retailers coast to coast.

For more information, interview requests, or high resolution images,
please contact: **Jennifer Taylor Marketing Lead** jennifer@righteousgelato.com
or visit www.righteousgelato.com/media-kit