

HOST Milan, October 18-19, 2025

Project: Milan International Gelato Award - MIGA

This is an international competition for ice cream makers only. Each participant will have to compete in a test that consists of preparing an ice cream of their choice that represents the theme chosen by the organization.

TRIAL

The test will be divided into two phases (practical and presentation/technical):

1. practice (ice cream).

By preparing the ice cream on site or just churning it with extraction and placing it in a tub and decorating it to be displayed in the showcase of the fair stand for evaluation by the technical jury. The ice cream must be churned on site using the equipment provided by the organization. The ice cream mix can be pasteurized on site or brought ready to be churned. The ice cream must be placed and decorated in the tubs provided by the organization to be displayed for evaluation by the technical jury.

2. Taste presentation and technical exposition.

Each ice cream maker will have "TOT" minutes to present their ice cream. By illustrating the recipe, the ingredients used and any allergens present, they will also have to provide the jury with the technical balancing parameters. Exceeding the allotted time will be punished with a penalty by the competition director. Outside the presentation time, the jury may ask questions to the ice cream maker. During the evaluation of the flavor, the ice cream maker must distribute the ice cream in 80 gram cups, without any decoration. The ice cream will be evaluated anonymously. There will also be a judgment on the display/presentation of the flavor to the jury, also with a technical evaluation based on the recipe and/or any questions to the ice cream maker.

The jury will always express their votes openly, using blackboards.

The judge's vote will have the following weight: taste evaluation 60%, presentation evaluation 20%, technical evaluation 20%.

APPLICATION

Priority will be given to ice cream makers domiciled/residing abroad and/or to those participating for the first time who own or work in ice cream shops, pastry shops or restaurants. They must send their CV with a photo, indicating professional experience, a brief presentation of their company and attaching the recipe for the flavour in the competition, including any allergens present.

The organization will communicate to the ice cream makers the acceptance of the application for participation after having evaluated the documentation (curriculum, flavors, etc.) presented by the candidates.

ELIGIBLE PARTICIPANTS

All candidates will receive an email with the outcome of their application.

The list of participants in the competition will be published on the MIGA website by September 30, 2023. The admitted participant must confirm, in writing (email), his/her participation in the event by also signing the release for video-photographic shooting.

In the event of impediment to participation subsequent to confirmation, the ice cream maker undertakes to communicate this promptly to the organization.

The organization reserves the right to request any damages and reimbursement of any expenses incurred.

TIMES

The ice cream maker will have a maximum of 30 minutes to produce the ice cream, otherwise a penalty will be applied (to be defined), detected by the race director.

CLOTHING

The ice cream maker must wear appropriate professional clothing, free of any brand, except that of his/her work activity.

HYGIENE

The ice cream makers are responsible for the cleanliness and hygiene of the laboratory during the test period. Any negligence may be sanctioned with a penalty by the competition director.