

**FOR IMMEDIATE RELEASE**

**“BEST GELATO IN AMERICA” MORANO GELATO ANNOUNCES OPENING OF  
SHOP IN WESTFIELD, NEW JERSEY**

*Shop Brings Authentic Sicilian Gelato Made with Fresh, Local Ingredients to Westfield*

WESTFIELD, NJ—There’s a fresh dessert in town. Morano Gelato ([www.moranogelato.com](http://www.moranogelato.com)), called “the best gelato in America” by Forbes, has announced the soft opening of its Westfield, NJ shop on Thursday, May 25. The locally-owned shop, located at 116 Elm Street in downtown Westfield, will serve up authentic Sicilian gelato in a variety of flavors, made each morning from Italian and local ingredients that are fresh and in-season, along with a variety of other Italian treats and beverages.

Morano Gelato Westfield will be open to the public as of Thursday, May 25 at 11 am. All are welcome to stop in and discover the authentic, Morano Gelato difference. Morano Gelato is open 11 am to 9:30 pm on Sunday through Thursday; 11 am to 10 pm on Friday and Saturday.

Morano Gelato Westfield will also be holding a grand opening in early June, featuring live entertainment, a Ribbon Cutting by the Westfield Mayor Andy Skibitsky and more.

The Westfield shop is the company’s first franchise, joining the flagship shop in Hanover, NH and the company-owned shop in Chestnut Hill, MA, and will be owned and operated by Maurice Dayan.

Dayan has spent 30 years in the restaurant industry, first on Wall Street and then with New York chocolatier Jacques Torres where he learned the hands-on side of retail operations. Dayan decided to open a Morano Gelato franchise because of the spectacular product, traditional Sicilian culture, and devotion to quality.

"As a business owner, I'm excited to offer an authentic Sicilian Gelato, a spectacular product that will be received well in this area," says Dayan. "I was drawn to the idea of utilizing local farmers and dairies for ingredients to really unify the community and promote the importance of sustainability."

A franchise with a proven model and featured in prominent outlets like NPR, the Boston Globe, and Yankee Magazine, the company’s emphasis is on the concept of fresh and local; so consumers can readily expect freshly made gelato, sorbet, granita, Italian espresso, and seasonal Italian beverages, all featuring local ingredients from family farms and dairies in the Westfield area whenever possible.

Morano Gelato founder Morgan Morano has spent 15 years in the food industry and the past seven years dedicated to the craft of artisan Italian gelato, making it her

mission to bring this Italian dessert to the US in its traditional form. Her first two shops, in Hanover, NH and Chestnut Hill, MA, have been smash successes, leading Forbes magazine to call her work “the best gelato in America.” Morano has also written *The Art of Making Gelato*.

“We are extremely excited by the progress we’ve made since officially launching our franchise opportunity last year,” says Morano. “The Westfield, NJ store as well as all Morano Gelato businesses will be leveraging our proven process and simple business model to bring authentic Sicilian gelato to cities, towns, and communities across America. We look forward to sharing Morano Gelato with many more customers while also educating them on the bold flavors, freshness, and health benefits of gelato.”

### **About Morano Gelato Franchise Company, LLC**

Morano Gelato Franchise Company, LLC provides franchise opportunities for authentic Italian gelato retail shops across the country. After being featured in outlets like NPR, the Boston Globe, and Yankee Magazine, and being called “the best gelato in America” by Forbes, Morano Gelato has launched a franchise concept with a small footprint, high operational efficiency and minimal competition. For more information, visit [www.moranogelato.com](http://www.moranogelato.com) or contact our business development team at [franchise@moranogelato.com](mailto:franchise@moranogelato.com) or 603-676-7830.