Press Release

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FOR IMMEDIATE RELEASE

GUERRIERO GELATO TO GIVE AWAY 100 PINTS OF ICE CREAM ON JAN 13TH TO CELEBRATE GRAND OPENING IN MORRISTOWN

MORRISTOWN, NJ – Guerriero Gelato is excited to announce the grand opening of its 5th location on January 13th at 64 South Street in Morristown. To celebrate, the first 100 patrons will be gifted a card to redeem for a FREE PINT of Ice Cream or Gelato at a future visit with any purchase. A Ribbon cutting will take place at 2:15pm and doors will open at 3pm for the first customers.

Guerriero Gelato is an award-winning frozen dessert company founded by husband-and-wife team Mike and Breanna Guerriero. It all started in 2014 when they purchased their childhood go to ice cream parlor, that Mike has been a part of since 2005. Since then they have amassed over 100 awards and accolades for Best Ice Cream and Gelato, recognized in Italy as the Best Gelato in America, and appeared on RHONJ, ESPN, Washington Post, CBS, and much more!

The Guerriero Family is excited to be bringing their award-winning handcrafted treats to what founder Mike Guerriero calls "the BEST town in New Jersey". "Morristown is the place to be, whether you are a college student looking to bar hop, a married couple looking for a night out, from great restaurants to great shows at the Mayo, there is something for everyone here".

The new shop which takes over the former Kilwin's Space will carry over 60 flavors of hard ice cream, gelato, Italian ice, cakes, mini cones and sandwich packs, and their new Verdi – plant-based gelato. They will offer custom cakes for all occasions, catering, and wholesale. The shop will eventually be open 7 days a week, all year round, and will offer counter service, as well as pickup, curbside, and delivery thru their GuerrieroGelato.com website and DoorDash.

For more information on their opening date and to participate in giveaways follow their main page on Instagram at @guerrierogelato.