

Authentic gelato leads to SCORE award for West Chester residents copy

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Authentic gelato leads to SCORE award for West Chester residents



Julianne and Vincenzo Tettamanti of Gemelli Artisanal Gelato and Dessert Café are shown in their Market Street café in West Chester. PETE BANNAN — DIGITAL FIRST MEDIA

By **Brian McCullough**, *Daily Local News*

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WEST CHESTER >> Vincenzo

Tettamanti didn't start his dessert cafe on Market Street in the borough because he was pining for the old country. But he was hungry for something authentically Italian.

"I always cooked, since I was little," Tettamanti recently recalled inside his Gemelli Artisanal Gelato and Dessert Cafe across from the Historic Courthouse in the center of town. "I just wanted to find something authentic



Gemelli Artisanal Gelato and Dessert Café in West Chester opened its doors for business in October 2014. It is located on Market Street across from the Chester County Historic Courthouse.

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from Italy.”

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Starting an Italian restaurant seemed too big a leap, but the idea hit Tettamanti on a trip back to Italy: People in his adopted country would love gelato, a denser form of American ice cream that contains less fat and less air.

Tettamanti isn't comfortable with the ice cream comparison, noting that he and his wife, Julianne, make the treats daily from scratch.

“It doesn't sit for months in the freezer, we make new flavors every day,” said Tettamanti. “We have 18 flavors in the case and sell 50 different ones. We shop for local ingredients. We don't buy anything pre-made.”

The early success of the dessert cafe has led the SCORE Chester and Delaware County Chapter to recognize Gemelli Artisanal Gelato and Dessert Cafe with one of its Small Business Awards at the organization's luncheon on June 2.

The couple met in Milano when Julianne was a student at Philadelphia University and studying in Italy for a semester. They settled in the U.S. in 2009 and eventually found their way to West Chester, where they also now live, and started Gemelli in October 2014.

“West Chester reminded me of a nice Italian town, that's why I picked it,” said Vincenzo, 32.

Starting his own business wasn't an act of impulse for Tettamanti. He came to the enterprise armed with a master's degree in business from the Ferrara University in Ferrara, Italy and marketing management experience. He also returned to Italy for two months to learn how to properly make gelato. Tettamanti was trained by the best gelato master chefs in Bologna and Ferrara, Italy and his gelato equipment comes from Carpigiani, the leader in the industry and headquartered in Bologna as well.

Gemelli Café took over a space that had been vacant for two years, Tettamanti said, and required extensive renovations. It has a white and turquoise store front, which stands out on Market Street. Inside, Julianne and Devyn O'Neill decorated it as an inviting, cozy atmosphere. It has a glass-enclosed private room that seats 17.

“We were going for something bright, rustic and warm,” Julianne Tettamanti said.

The first SCORE representative to meet with Vincenzo was Harry Eckerson, who brought in a number of counselors with experience in menu planning, marketing, full- and part-time staffing, operations and supplier management.

SCORE even has an expert with direct ice cream shop experience.

“They helped me finish the business plan,” Vincenzo said, “and with the menu. “They helped me get over the challenges to start.”

To contact Business Editor Brian McCullough, call 610-235-2655 or send an email to bmccullough@dailylocal.com.

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