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**NEW INTERNATIONAL CAKE DECORATING & GELATO COMPETITIONS ANNOUNCED FOR
2020 INTERNATIONAL RESTAURANT & FOODSERVICE SHOW OF NEW YORK**

New event launch sponsored by David Rosen Bakery Supply and MEC3

Trumbull, CT, January 6, 2020 – Calling all pastry chefs, cake designers and decorators and gelato makers, Clarion UX, producer of the International Restaurant & Foodservice Show of New York, today announced the addition of the exciting International Cake Decorating & Gelato Competitions taking place March 8-10, 2020 at the Javits Center in New York City. Finalists will compete for the titles of 2020 Cake Designer of the Year and 2020 Gelato Maker of the Year. These exciting competitions are hosted by David Rosen Bakery Supply and MEC3.

The **2020 Cake Designer of the Year** competition will take place on Sunday, March 8th. The organizers will evaluate all submitted forms and select six participants according to Design Originality and the date of arrival of the application to showcase their cake decorations, inspired by the theme CHALKBOARD. A panel of industry leaders will judge the cake decorations based on the presentation, technique, creativity, neatness and adherence to theme. Competitors will have three hours to set up their cake and complete decorating. Judging will begin at 4:00pm on Tuesday with the winner announcement. The 1st, 2nd, and 3rd place winners will receive \$2,800 in cumulative gift certificates toward any MEC3 and Modacor product from David Rosen Bakery Supply or www.Bakersauthority.com. Registration is open until January 30, 2020. For the complete rules and the application, [click here](#).

The **2020 Gelato Maker of the Year** will be a two-day competition with 12 participants selected to create their signature flavor gelato in three rounds. At the end of each round the judges will evaluate flavors and the top 6 finalists will participate in the final phase of the competition on Tuesday, March 10th with the winner announced at 4:00pm. The judges will score based on taste, structure, presentation in the container and creativity. The 1st, 2nd, and 3rd place winners will receive \$2,800 in cumulative gift certificates toward any MEC3 product from Rosen Bakery Supply or www.Bakersauthority.com. Registration is open until January 30, 2020. For the complete rules and the application, [click here](#).

“We are thrilled to partner with David Rosen Bakery Supply and MEC3 to host this first annual Cake Decorating and Gelato Competition, which is sure to become a highlight of the Show,” said Tom Loughran, Vice President of the Clarion UX Food & Beverage Group. “It will be amazing to see the incredible designs and gelato offerings from these extremely talented chefs and decorators.”

“We are excited to welcome the competitors and judges to the first annual International Cake Decorating & Gelato Competition, taking place at the leading restaurant and foodservice event in the

heart of New York City,” stated Jeremy Rosen, president, David Rosen Bakery Supply. “Since 1917 we have served the bakeries of the tri-state area, we look forward to a dazzling array of submissions from the best and most creative in the industry.”

Competition details, rules and information on submissions can be found at <https://www.internationalrestaurantny.com/cake-decorating-and-gelato-competition> and entries are due by Thursday, January 30, 2020.

The competition is hosted by David Rosen Bakery Supply, who has been supplying and distributing bakery products to commercial and home bakers since 1917. From ingredients and baking tools, to decorating supplies and paper and packaging; David Rosen is known as the one-stop-shop for all your baking needs. MEC3, based in Rimini, Italy, brings the best of gelato, pastry and coffee shop. Thirty-five years of research, quality and creativity have given life to innovative and irresistible products in the name of artisanal skills.

The International Restaurant & Foodservice Show is produced and managed by [Clarion UX](#), and sponsored by the [New York State Restaurant Association](#). The event will be co-located with [Coffee Fest](#) and the [Healthy Food Expo New York](#) and all attendees have access to all three events. **Clarion UX** produces 37 events across 13 sectors of both trade and consumer events. Clarion UX, which is the U.S. division of Clarion Events, UK, and backed by The Blackstone Group has become one of the fastest growing event companies in the U.S. with aggressive growth through both acquisition and launch. Clarion acquired PennWell in early 2018, bringing 4 Tradeshow 200 events into the U.S. portfolio and super-charging the already rapid growth. Clarion UX has offices in Trumbull, CT; Kennesaw, GA; Boca Raton, FL; Tacoma, WA, and Fairlawn, NJ.

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