



# Giselle Makinde Pereira Goncalves

## Cream of the Crop Gelato

Giselle Makinde Pereira Goncalves is the Lead Chef and Business Director of Cream of the Crop, a Dublin based company specialising in artisan gelatos. Operating with a zero waste, more taste ethos, Cream of the Crop are battling food waste by using surplus produce that would otherwise end up in landfill and transforming it into delicious gelato and sorbets.

Cream of the Crop was born from the idea of saving food, which would normally be thrown out as it is not aesthetically pleasing and produce, which is near the end of its shelf life so would not be sold in the supermarket. Each year, roughly 2.5 billion tons of produce is wasted globally – discarded into landfills unconsumed. This wastes not just the fruit or vegetable in question, but also all the time, land, money and water that went into growing it. In general, 40% of what it is produced worldwide is going to waste.

As a chef for the past 22 years, Giselle saw in these numbers an opportunity to combine her skills and a rising problem into something delicious. Her entire range of products is produced using 100% natural ingredients and is free from artificial colours and flavours. Gelato is only the starting point of her journey as new ideas and products will be on the market in the next few months, like the recently launched Bananitas, a sustainability-focused partnership with Fyffes - one of the world's leading distributors of tropical produce, and currently Europe's largest importer of Fairtrade bananas.

[www.creamofthecropgelato.com](http://www.creamofthecropgelato.com)