

CRYSTAL



MIAMI, MAY 29, 2025

Crystal Elevates On Board *Indulgence* With New *Badiani* Gelato Collection

An Artisanal Journey of Flavor Bringing Generations of Gelato Mastery To Sea

Crystal, a leader in exclusive and innovative F&B experiences at sea, unveiled a new chapter for its Scoops Gelato Bar today through an exclusive collaboration with Badiani, one of the world's most esteemed artisan gelato makers. Guests aboard *Crystal Symphony* and *Crystal Serenity* can now savor a newly curated selection of gelato crafted by Badiani, renowned for its heritage of excellence originating in Florence, Italy, since 1932.

Founded by Idilio Badiani in 1932, and continued by Paolo Pomposi, a passionate artisan dedicated to traditional gelato-making, Badiani has built its reputation on a commitment to quality, craftsmanship and simplicity, values that continue to define the brand today. The Pomposi family legacy lives on through their signature recipes, including the iconic Buontalenti gelato made with Cream, Milk, Sugar and Eggs, which was created in honor of the Florentine architect and inventor Bernardo Buontalenti, who is credited with introducing gelato to the Medici court in the 16th century.



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"I'm delighted that our gelato can now be enjoyed around the world," said Massimo Franchi, CEO Badiani. "Our shops and labs are in Europe, but our award-winning gelato can now be eaten on board Crystal Cruises ships throughout the four corners of the globe."

Celebrated for its authentic and artisanal flavors, Badiani will replace the current selection in Scoops. Guests will enjoy a new range of offerings featuring iconic recipes, including the signature Buontalenti and a variety of classic and contemporary flavors, all crafted using only the finest natural ingredients.

Flavors available at Scoops will include:

- Buontalenti
- Buontalenti Pistachio
- Cioccolatissimo
- Croccantino al Rum
- Dolcevita
- Cocoa
- Strawberry
- Coffee
- Mint Chocolate
- Amarena
- Coconut
- Camarello Salato
- Stracciatella
- Hazelnut
- Lemon Sorbet
- Mango Sorbet Alphonso
- Lactose-Free Stracciatella
- Lactose-Free Pistachio
- Vanilla Madagascar
- Speculoos
- Cookie Dough
- Raspberry Sorbet

"Our guests expect the very best, and this collaboration reflects Crystal's DNA of offering elevated, aspirational experiences at every touchpoint. Badiani shares our passion for excellence, and we are honored to bring their celebrated gelato artistry to the Crystal journey."

BERNIE LEYOPOLD, SVP OF HOTEL OPERATIONS AT CRYSTAL



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Badiani's gelato is distinguished by its meticulous artisanal approach, which includes slow churning to preserve texture, seasonal sourcing of fruits and an unwavering dedication to sustainability with 100 percent natural recipes and eco-friendly packaging.

With this collaboration, Crystal continues to redefine exceptional travel, offering guests not only a journey of exploration but a voyage of flavor curated with intention, tradition and a sense of joy.

For visuals, please click [here](#).

ABOUT CRYSTAL

For more than three decades, Crystal has been synonymous with exceptional, award-winning voyages. In 2022, A&K Travel Group (AKTG) acquired the Crystal brand and its two vessels, Crystal Serenity and Crystal Symphony, ushering in a new era of being Exceptional at Sea. The globally renowned cruise line offers discerning travelers industry-leading, authentic, and enriching experiences both onshore and at sea. Crystal's pioneering partnership with Abercrombie & Kent provides guests with unparalleled access to the most sought-after experiences and destinations around the world. The reimaged ships boast larger, updated suites with artisanal finishes, and almost one member of crew per guest.

Crystal is home to the first-ever Casino de Monte-Carlo at sea as part of an exclusive partnership with Monte-Carlo Société des Bains de Mer (SBM), and world-class dining includes Umi Uma®, the only dining experience at sea by Michelin-rated chef Nobu (Nobuyuki Matsuhisa), and the only Beefbar on the ocean, a collaboration with visionary restaurateur Riccardo Giraudi, and a specially curated Osteria d'Ovidio menu by famed Italian chef Massimiliano and celebrated restaurateur Raffaele Alajmo. The ships also feature cutting-edge wellness at the Aurōra Spa, and spectacular entertainment including Broadway-standard shows. With a legacy of unrivaled service and commitment to sophistication and elegance at every touchpoint, once onboard guests feel as if they are perfectly at home.

ABOUT BADIANI GELATO

Badiani Gelato, founded in Florence in 1932, is renowned for its authentic Italian gelato. With the original, iconic shop in Florence, Badiani expanded to the UK in 2015, and now has fourteen stores in London and one outside London in Brighton, six in Spain and four more shops in Florence and Tuscany, along with their first location in France, in The Carrousel du Louvre in Paris.

Badiani's laboratory is the only one to use a zero waste water system: the brand invested in a system that constantly reuses the same water to ensure the correct functioning of



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the machines. They also buy their products locally to support local farmers, respect the territoriality and limit the transport movement.

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FOR MEDIA INQUIRIES:

USA/ THE AMERICAS

Mikaela Caldera, mcaldera@crystalcruises.com

AUSTRALASIA

Michelle Mickan, mmickan@abercrombiekent.com.au

UK

Kate Selley, kate@kateselleypr.co.uk

A&K TRAVEL GROUP (AKTG)

James Treacy, jtreaacy@abercrombiekent.com

