



Press release

SAN BENEDETTO PROVIDES THE OFFICIAL WATER AT MASTERCHEF ITALIA

The leading Italian brand in the soft drinks sector returns to the seventh edition of Italian TV's most popular cookery talent show.

Scorzè (VE), 20 December 2017 - **Acqua Minerale San Benedetto** is confirmed **Official Partner of MasterChef Italia**, the best-loved cooking television talent show, now in its seventh edition, broadcast again on Thursday, 21 December at 21:15 on Sky One HD.

The uniqueness and elegance of the pure, balanced 100% Italian mineral water of the **San Benedetto Prestige Rose Edition** will accompany the aspiring master chefs in all the tests, which will be evaluated by four top judges: Bruno Barbieri, Joe Bastianich, Antonino Cannavacciuolo and newcomer Antonia Klugmann.

In the glass line of the **Prestige Rose Edition**, the floral world is the predominant theme of the label, chosen to give the bottle an exclusive and elegant identity. The main symbol is the **rose**, the most evocative flower which has always told of passions and emotions and which, in the '**Rose Edition**', is the emblem for recounting the line's uniqueness. The high-quality transparency of the glass and the clean and slender bottle bring out the uniqueness of the label with the characteristic 'window with view' enriched by the particular touch of pink with intense shades, for an explosion of colours differentiated by taste: amaranth for the natural water, blue for sparkling, and green for the lightly sparkling water. On the label, near the bottom, features Italy's national unmissable *tricolore* flag – a guarantee of Italian quality and aesthetic sensitivity.


An ideal line for all out-of-home needs with four sizes (25cl, 50cl, 75cl and 1l) designed to make every service pleasant and exclusive. The 'Rose Edition' thus represents the perfect interpretation of all the excellences of San Benedetto Prestige: freshness and purity, lightness and refinement, to create a product line especially for restaurateurs who want to give an added touch of class to their tables, and to consumers who appreciate the elegance, style and taste of all-Italian products.

Gruppo Acqua Minerale San Benedetto S.p.A.

Established in 1956 and with a presence in over one hundred countries on five continents, Acqua Minerale San Benedetto S.p.A. is the largest wholly Italian-owned Group in the entire non-alcoholic beverage market. A 'total', multi-specialist and multi-channel company, San Benedetto operates successfully in all segments of the reference market, ranging from the mineral waters (San Benedetto, Ancient Health Source, Pure Rock, Nepi Water, Guizza and Cutolo Rionero Source Atella), those with added ingredients (Aquavitamin and San Benedetto Ice Formula Zero), carbonated drinks (San Benedetto and Schweppes) to teas (San Benedetto and Guizza) and children's drinks (San Benedetto Baby), sports drinks (Energade), tonic waters (Schweppes) to juice drinks (Oasis and San Benedetto Juice) and aperitifs (Ginger Spritz, Ben's and Schweppes).



 www.facebook.com/sanbenedetto

 official_sanbenedict

Press Office: 3rd Floor Public Relations Tel. 02-87168894 Alexei
Melillo Mob. 347 0101202 Mail alessio@the3floor.it Raffaella
Patruno: Mob. 320 0125072 Mail raffaella@the3floor.it