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## **SAN BENEDETTO CONFIRMS HIS PRESENCE AT VINITALY 2018.**

*The Italian company unveils many new, top-quality products: Antica Fonte della Salute 33cl, Amor BIO, Thè San Benedetto 'The Luxury Experience', and the new graphics for the NABA Sleek Special Edition cans.*

Scorzè (VE), 4 April 2018 - **San Benedetto** attends again the 52<sup>nd</sup> edition of *Vinitaly*, the world's largest international exhibition of wines and spirits, held in Verona from 15 to 18 April 2018.

In the water section, **Antica Fonte della Salute Millennium Water** will feature as the water of extraordinary purity, targeted exclusively for high catering establishments, and proposed in the new **33 cl glass bottle** to flank the exclusive 65 cl bottle. San Benedetto dedicates *Antica Fonte della Salute* to its most discerning clientele who always seek exclusive, unique, best-quality products. As well as the bottles, also PET containers are available in the 40 cl format. Also present are the lines entitled **Prestige Rose Edition, Elite Edition, Rionero Cutolo Source Atella, and Acqua di Nepi**.

For the premium carbonated drinks category, the new **Amor BIO** range will be displayed, made from organic ingredients, cane sugar, and with no colourings or preservatives. *Amor BIO* is available in the *Aranciata* (orangeade) and *Limone* (lemon) flavours in the exclusive 18 cl format, and targets all those who want a unique taste experience. A special moment, branded San Benedetto.

An important item of news also in the teas category is the introduction of **Thè San Benedetto "The Luxury Experience"**, an exclusive tea for the Ho.Re.Ca. channel. A high quality of tea made using purest San Benedetto water, this product captures all the senses with its beautiful glass bottle, clear flavour, thirst-quenching properties and delicate scents of tea leaves and fruit. The new **Thè San Benedetto 'The Luxury Experience'** is available in a 25 cl glass bottle in the flavours of *Limone* (lemon) and *Pesca* (peach).

Moving on to the teas, **San Benedetto** also presents the new sleek **Special Edition** cans designed by the students of Milan's renowned '*NABA*' *Nuova Accademia di Belle Arti*. Three new graphics feature an alluring design depicting an embrace that conveys emotion, tradition and simplicity. The three refreshing and authentic flavours of **Thè San Benedetto** remain unchanged, with their identifying colours of pink for *Pesca*, pale yellow for *Limone* and green for the *Thè Verde con Aloe Vera* (green tea with aloe vera).

Throughout the event at *aperitivo* time, the San Benedetto stand will be letting visitors taste **Ginger Spritz**, the San Benedetto-branded ginger drink with an innovative recipe that gives a delightfully tart aftertaste and amazes at every sip with its intense aroma, rich in spicy notes, which enhance a versatile soul. Matching the different consumption needs, it is excellent neat, cool on the rocks, but also ideal for a Spritz when mixed with a quality Prosecco. Ginger Spritz also presents a young and distinctive design, with an exclusive glass bottle and a ring-pull cap that is simple and instant to open. With Ginger Spritz, San Benedetto has created a new typically-Italian flavour experience that is perfect for every



occasion.

*"For the second year running, we are at Vinitaly with our range of premium drinks, dedicated to the world of out of home and high-end catering" - declares Vincenzo Tundo, Marketing Director at Gruppo Acqua Minerale San Benedetto S.p.A. - "The decision to attend in great style again at this internationally-renowned show is driven by the increasingly important role that the top-range plays in San Benedetto".*

San Benedetto will be present in Pavilion 10 - Stand A3.

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**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).*

For more information:

[www.sanbenedetto.it](http://www.sanbenedetto.it)



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