



Press Release

VINITALY 2024: ACQUA MINERALE SAN BENEDETTO IN THE SPOTLIGHT

The Total Beverage Company will be present with its own stand and the out-of-home products on display

Scorzè (Venice), April 9, 2024 – **Acqua Minerale San Benedetto** is back in the spotlight at **Vinitaly**, the main event in the global wine and spirits industry. The fair, which takes place in Verona and is now in its 56th edition, will be held from **14 to 17 April** at the Veronafiere exhibition area, in the romantic setting of the city of Verona.

*“We are very thrilled about presenting our out-of-home products to the general public of Vinitaly, an important occasion to share the wide range of products and our daily commitment to offering our consumers quality products” - **stated Vincenzo Tundo Italy Sales & Marketing Director of the Group** – “Vinitaly is a key opportunity that allows us to strengthen our market position and open up new horizons to growth by building new sector partnerships”.*

San Benedetto will participate in the show with its stand - **Hall 3 Stand E6** – where it will display its main out-of-home products.

On display, you will find the iconic [San Benedetto Millennium Water](#), valuable mineral water sourced from a thousand-year-old aquifer located 236 metres underground, preserved for over 5,000 years and still pristine. It has been flowing through rocks slowly to result in pure mineral water with a nitrate content lower than 0.0001%, a special characteristic provided only by the complex architecture of nature; [San Benedetto Tower](#), the 1L PET bottle of mineral water dedicated to the food service world. Its essential lines, modern and elegant design, and the visual strength of the bottle bring out the best of the brand’s iconic elements; the label and the cap recall the world of fashion with valuable and elegant shades, while transparency enhances the purity of San Benedetto mineral water. The new 0.50L size complements the line and enhances the Tower range; finally, [San Benedetto Elite](#), the mineral water collection that combines design exclusivity with the handy aspects of 100% recyclable PET bottles. The naturally carbonated water [Acqua di Nepi](#), with all its sizes dedicated to the food service world, will not miss out on the show, either.

In the spotlight, the new **San Benedetto Premium Tea** line with its three exclusive products: [San Benedetto Indian Black Tea](#), available in Peach and Lemon versions, and the new **San Benedetto Matcha Green Tea**, products designed for the best food service venues. San Benedetto Matcha Green Tea is a refined blend of Matcha green tea leaves, harvested by hand and left to dry at low temperature, to provide an intense, aromatic, and natural tasting experience. San Benedetto Indian Black Tea is the premium tea with an intense and thirst-quenching aroma and a delicate scent, a scent given by the 100% Indian black tea leaves, found in both the traditional Peach and Lemon versions. San Benedetto Premium Tea features a refined glass bottle with thousands of golden reflections, inspired by the elegant boxes of ancient perfumes.

Among the new products is **San Benedetto My Soda**, the new, pure San Benedetto SODA in its 1.5 L size, with a dispenser to keep the carbonation after the first use. A perfect innovation for all the mixology professionals and cocktail lovers.

At San Benedetto stand, visitors will also have the chance to discover Schweppes products, including Schweppes Tonic & Touch of lime, Schweppes White Peach & Elderflower, and Schweppes Ginger Beer & Chili.

Gruppo Acqua Minerale San Benedetto S.p.A.

Established in 1956, Acqua Minerale San Benedetto S.p.A., with a business presence in over 100 countries in the five continents, is the leading Italian player in the market of non-alcoholic beverages (source GlobalData 2023, 2022 figures). This “total”, multi-specialist and multi-channel company operates successfully in all reference markets, from mineral waters (San Benedetto, San Benedetto





Press Release

Millennium Water, Acqua di Nepi, Guizza, Pura di Roccia, Fonte Corte Paradiso, and Cutolo Rionero Fonte Atella) to near water (Aquavitamin, San Benedetto SKINCARE, Aquaprotein), from carbonated drinks (San Benedetto and Schweppes) to tea (San Benedetto and Guizza) and baby drinks (San Benedetto Baby), from sport drinks (Energade), to tonic waters (Schweppes) up to non-sparkling juice-based drinks (San Benedetto Succoso), aperitifs (San Benedetto), and energy drinks (San Benedetto Super Boost and San Benedetto Fruit & Power).

For further information:

www.sanbenedetto.it

 @SanBenedetto

 @sanbenedetto_official

 Gruppo Acqua Minerale San Benedetto

Press Office: 3rd Floor Public Relations Phone +39 (0)287168894

Alessio Melillo Mob. +39 347 0101202 E-mail alessio@the3floor.it

Filippo Solaroli Mob. +39 348 4229399 E-mail filippo@the3floor.it

Gaia Capua Mob. +39 338 7623121 E-mail gaia@the3floor.it