



Press Release

SAN BENEDETTO ONCE AGAIN OFFICIAL PARTNER OF MASTERCHEF ITALIA

Prestige Rose Edition will be in the spotlight at the new edition of the cooking show on air from 15 December on Sky Uno and on Now streaming service

Scorzè (Venice), 12 December 2022 – **Acqua Minerale San Benedetto** is back in the spotlight at the new edition of **MasterChef Italia** (thanks to Sky Brand Solutions, department of Sky Media, together with Endemol Shine Italy). Italy's leading non-alcoholic beverage Group will accompany the wanna-be chefs as official partner of Sky's cooking show, now in its 12th edition and produced by Endemol Shine Italy.

The date is set for Thursday 15th December on Sky Uno and on NOW streaming service, always available on demand and can be watched also on Sky Go. The watchful eye of **Bruno Barbieri**, **Antonino Cannavacciuolo** and **Giorgio Locatelli** will put the wanna-be chefs to the test at the Sky Uno culinary show: the judges are engaged in finding the new Italian MasterChef and ready to challenge the wanna-be chefs with new ingredients coming from all over the world.

Moreover, it will be also possible to follow MasterChef Italia with the official hashtag #MasterChefIt on social Facebook, Twitter and Instagram profiles.

The uniqueness and elegance of [Prestige Rose Edition](#), San Benedetto's low-mineral content Benedicta water will accompany the talent's contestants during all the show's challenges.

The glass Prestige Rose Edition line is the perfect interpretation of all the best features of [San Benedetto](#): freshness and purity, lightness and elegance, for a very sophisticated line dedicated to restaurant owners who want to bring a classy touch to their tables and to consumers who appreciate elegance and style.

The glass line has a graphical elegant mood where the world of flowers is the label's dominant theme, designed to give the bottle an elegant and peculiar identity. The flower was not chosen randomly: in fact, the rose is the most evocative flower that has always told us about passions and emotions, and in the "Rose Edition", it becomes an emblem to narrate the unique features of a line with a unique style. The precious transparency of glass and an essential sleek design highlight the label with its distinctive window view, today adorned with a special touch of the rose with intense shades for a real colour explosion, which distinguishes varieties: reddish purple for still water, blue for sparkling water, and green for slightly sparkling water. On the bottom, you'll find the ever-popular tricolour flag, a symbol of the Italian character and a guarantee of quality and attention to the beauty of Italian products.

The perfect line for any need on the go comes in four sizes (25cl, 50cl, 75cl, and 1L) designed to give the best interpretation of style and make any service pleasant and exclusive.

Well-being, quality, and innovative skills have always been San Benedetto's distinctive features that since 1956 have characterized the water bottles coming from the plant in Scorzè. All the products are made with the deepest respect for the environment and the territory.



The renewed partnership with MasterChef Italia falls within the path to constant growth that San Benedetto has been leading successfully in the out-of-home sector, as shown by several other partnerships, including those with JRE-Jeunes Restaurateurs, Locali Storici d'Italia, FIB, and many more.


Acqua Minerale San Benedetto S.p.A. Group

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 2022, 2021 figures). This "total", multi-specialist and multi-channel company operates successfully in all reference markets, from mineral waters (San Benedetto, Antica Fonte della Salute, Acqua di Nepi, Guizza, Pura di Roccia, Fonte Corte Paradiso, and Cutolo Rionero Fonte Atella) to functional waters (Aquavitamin and San Benedetto SKINCARE), 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 and Tel Quel) and aperitifs (San Benedetto and Ginger Spritz), up to energy drinks (San Benedetto SB Energy Super Boost and San Benedetto Fruit & Power).

For further information:

www.sanbenedetto.it

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