



**Press Release**

## **SAN BENEDETTO MINERAL WATER TAKES THE SPOTLIGHT IN THE NEW MASTERCHEF ITALIA SEASON**

*The iconic San Benedetto Prestige Rose Edition line will accompany the aspiring chefs during their cooking challenges in the new edition to be aired from 14th December on Sky and on NOW streaming service*

Scorzè (Venice), 11 December 2023 – **San Benedetto Prestige Rose Edition** is the star of the new MasterChef Italia edition. Thanks to Sky Brand Solutions, the Sky Media department, along with Endemol Shine Italy, the total beverage company will accompany the amateur cooks as the official partner of the new edition of TV's most famous cooking show, a Sky Original show produced by Endemol Shine Italy.

The most coveted Italian kitchen is ready to open its doors again on Thursday 14<sup>th</sup> December at 9.15 p.m. on Sky Uno and on NOW streaming service, always available on demand on Sky Go. The aspiring chefs are ready to battle each other in the kitchen under the watchful eyes of the three super-famous chefs **Bruno Barbieri**, **Antonino Cannavacciuolo**, and **Giorgio Locatelli**, ready to proclaim who is the best amateur chef.

Moreover, MasterChef Italia can be also followed through the official #MasterChefIt hashtag, on the Facebook, Twitter, and Instagram social accounts.

San Benedetto Prestige Rose Edition represents the perfect portrait of San Benedetto's best qualities: freshness and purity, lightness and elegance, an ideal line for any occasion on the go.

The label's graphic style is dominated by the world of flowers; the Italian flag ensures quality and aesthetic value, typical of made-in-Italy products.

San Benedetto Prestige Rose Edition comes in four formats (0.25 L, 0.50 L, 0.75 L, 1L) designed to enhance the style and make the service pleasant and exclusive.

San Benedetto provides the on-the-go world with elegant and refined products with lines and formats that can add a classy touch to tables and meet the needs of consumers who appreciate the style and tastes of Italian beauty.

### **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 2023, 2022 figures). This "total", multi-specialist and multi-channel company operates successfully in all reference markets, from mineral waters (San Benedetto, San Benedetto Millennium Water, Acqua di Nepi, Guizza, Pura di Roccia, Fonte Corte Paradiso, and Cutolo Rionero Fonte Atella) to functional waters (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) and aperitifs (San Benedetto), up to energy drinks (San Benedetto Super Boost and San Benedetto Fruit & Power).*

**For further information:**

<https://www.sanbenedetto.it/en>



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