



Press release

SAN BENEDETTO IS OFFICIAL PARTNER OF MASTERCHEF ITALIA

Total Beverage Company will bring its Prestige Rose Edition line to the ninth edition of Sky's culinary talent show, produced by Endemol Shine Italy.

Scorzè (VE), 20 December 2019 - Acqua Minerale San Benedetto again alongside **MasterChef Italia**. Italy's leading group in the non-alcoholic beverage sector will be the Official Partner of the Sky culinary talent produced by Endemol Shine Italy.

The date for the first episode is Thursday, 19 December at 21:15 on Sky Uno (channel 108, digital terrestrial channel 455), always available on demand, visible on Sky Go, smartphones, tablets and PCs, also when travelling in the EU, and streaming on NOW TV.

Judging the dishes of the aspiring chefs of the ninth edition of the programme will be Bruno Barbieri, Antonino Cannavacciuolo and Giorgio Locatelli. They will decide who will become the heir of Valeria Raciti, the Sicilian winner of the eighth edition of MasterChef Italia.

The uniqueness and elegance of the pure, balanced and 100% Italian low mineral content water of the **San Benedetto Prestige Rose Edition** will accompany the talent show's competitors in all the trials.

In the **Prestige Rose Edition** glass-bottle line, 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**" becomes an emblem to recount a line with a unique style. The precious transparency of the glass matched with an essential slender design, highlight the label with the characteristic window with a view, now added to by the special touch of strong pinks, giving an explosion of tastefully differentiated colours: Amaranth for the natural water, blue for the sparkling, and green for lightly sparkling water. The Italian flag below is the unfailing symbol of Italian style and a guarantee of all-Italian quality and aesthetic taste.

The line is ideal for all out-of-home needs, coming in four formats (25 cl, 50 cl, 75 cl and 1 l) designed to make every service pleasant and exclusive. Thus, "Rose Edition" is the perfect interpretation of all the excellence of San Benedetto Prestige: with its freshness and purity, lightness and refinement, this line is intended for the restaurateur who wants to give a touch of class to the table, and the consumer who knows how to appreciate the elegance, style and taste of Italian excellence.



Founded in 1956, Acqua Minerale San Benedetto S.p.A. is present in a hundred countries on five continents, and is the leading player in Italy in the non-alcoholic beverage sector (source: GlobalData 2019, 2018 data). A "total", multi-specialist and multi-channel company, San Benedetto operates successfully in all segments of the reference market, from mineral waters (San Benedetto, Antica Fonte della Salute, Acqua di Nepi, Guizza Pura di Roccia, and Cutolo Rionero Fonte Atella), flavoured waters (Aquavitamin and San Benedetto Ice Formula Zero) and carbonated drinks (San Benedetto, Amor Mio and Schweppes) to teas (San Benedetto and Guizza) and children's drinks (San Benedetto Baby), sports drinks (Energade), tonic waters (Schweppes), non-carbonated juice drinks (San Benedetto Succoso and Tel Quel) and aperitifs (Ben's, Ginger Spritz and Schweppes).

For more information:
www.sanbenedetto.it

 www.facebook.com/sanbenedetto

 sanbenedetto_official

Press Office: 3rd Floor Public Relations Tel. 0039 0287168894
Alessio Melillo Mob. 0039 347 0101202 Mail alessio@the3floor.it
Filippo Solaroli Mob. 0039 348 4229399 Mail filippo@the3floor.it
Raffaella Patruno: Mob. 0039 320 0125072 Mail raffaella@the3floor.it