



Press Release

## MASTERCHEF 8: SAN BENEDETTO IS OFFICIAL PARTNER

With Prestige for the eighth edition of Italy's best-loved culinary talent show

**Scorzè (VE), 20 December 2018** - San Benedetto Mineral Water teams up again with **MasterChef Italia**. Italy's leading non-alcoholic beverage group will be the official partner of Italy's most popular cooking talent show. The eighth edition will be broadcast on Sky Uno from 17 January to 4 April 2019 (at 9:15 pm) with the usual back-to-back double date. Don't miss MasterChef All Stars: on Sky Uno from 20 December (9:15 pm) to 10 January 2019. It will be shown in four evenings with 8 episodes "back-to-back".

To judge the amateur chefs, the panel of **MasterChef 8** will have four prestigious names from the Italian cooking scene: Bruno Barbieri, Joe Bastianich, Antonino Cannavacciuolo, and Giorgio Locatelli as a 'new entry'. The uniqueness and elegance of the pure, balanced, all-Italian low-mineralized water of **San Benedetto's Prestige Rose Edition** will accompany all the competitors' tests in the talent show.

In the glass-bottled line of the **Prestige Rose Edition**, the floral world is the leading theme of the label, chosen to give the bottle an exclusive and elegant identity. The main symbol is the **rose**, that most evocative flower which has always recounted passions and emotions and which, with the "**Rose Edition**", is used to convey a line with a unique style. The precious transparency of glass matched with the slender design highlight the label with its hallmark window, now embellished by the particular touch of pink with intense hues, creating an explosion of colours differentiated by the flavours available: amaranth for the natural water, blue for sparkling, and green for lightly sparkling water. And always, at the bottom, the Italian national flag colours symbolise the Italian spirit and the associated guarantee of quality and style.

This line is ideal for all out-of-home requirements, coming in four sizes (25cl, 50cl, 75cl and 1l), designed to make every service exclusive and enjoyable. Thus, the 'Rose Edition' interprets all of the superlative **San Benedetto Prestige** products: freshness and purity, lightness and refinement. This line is dedicated to restaurateurs who want to give a touch of class to their tables, and to consumers who 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 2018, data 2017). A "total", multi-specialist and multi-channel company, San Benedetto successfully operates in all segments of its market, from mineral waters (San Benedetto, Antica Fonte della Salute, Acqua di Nepi, Guizza Pura di Roccia and Cutolo Rionero Fonte Atella) to 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), sport drinks (Energade), tonic waters (Schweppes) to juice drinks (Oasis and San Benedetto Succoso) and aperitifs (Ben's, Ginger Spritz and Schweppes).*



For further information:  
[www.sanbenedetto.it](http://www.sanbenedetto.it)

 [www.facebook.com/sanbenedetto](https://www.facebook.com/sanbenedetto)

 sanbenedetto\_official

Ufficio Stampa: 3rd Floor Public Relations Tel. 0287168894  
Alessio Melillo Mob. 347 0101202 Mail [alessio@the3floor.it](mailto:alessio@the3floor.it)  
Raffaella Patruno: Mob. 320 0125072 Mail [raffaella@the3floor.it](mailto:raffaella@the3floor.it)  
Maurizio Cardone: Mob. 333 4223443 Mail [maurizio@the3floor.it](mailto:maurizio@the3floor.it)