



Press Release

## VINITALY: SAN BENEDETTO UNVEILS THE NEWS FOR 2019

A can in the limelight, and great expectations for the many new products of the line "Antica Fonte della Salute Millennium Water".

Scorzè (VE), 27 March 2019 -Acqua Minerale San Benedetto, the leading Group in the Italian non-alcoholic beverages market, once again confirms its presence at Vinitaly, the most important event dedicated to the world of wine and spirits, now in its 53rd edition, running from 7 to 10 April 2019. The Venetian company will participate in the Verona event with its own stand, where it will exhibit the main products and present the news for 2019.

"The participation for the third consecutive year in an unconventional context for a non-alcoholic beverage company like Vinitaly is dictated by the increasingly important role that "out of home" and "gourmet catering" is playing in our commercial strategies" - says Vincenzo Tundo, Marketing Director at the Acqua Minerale San Benedetto S.p.A. Group - "Plus, the premium and international character of the Show coincides with our development strategies. For San Benedetto, Vinitaly has become a showcase arena of excellence for buyers from all over the world".

The completely renovated stand - in Pavilion 10, stand A3, will combine the theme of environment consciousness, very dear to [San Benedetto](#), with modernity inspired by an urban-chic mood. "The Black Corner" will also be there, as the premium bar where the public can taste the new products for 2019 served by a professional bartender. A glamorous experience of taste and freshness. The elegant and exclusive area has been designed for tasting the excellence of Antica Fonte della Salute Millennium Water, Indian Black Tea, and the Schweppes range.

There are great expectations for the new format, in a 25 cl can, of Antica Fonte della Salute - Millennium Water, characterized by a refined design and oriented towards [sustainability](#). The most prestigious creation of San Benedetto will also be presented in the elegant 33 cl glass format, to go alongside the 65 cl one and the new 40 and 25 cl PET shapes.

Still on the theme of cans, the new format of San Benedetto Mineral Water in a 33 cl, Sleek "Single serve" can will be unveiled: an elegant and prestigious look that recalls the sparkling glaciers of the Dolomites mountains - a symbol of purity and lightness. Made entirely of aluminium, the can is safe, practical, functional and 100% recyclable. With this new format, San Benedetto further expands its wide range of products, by meeting the high demand for mineral water in cans, especially outside Italy, a market in which the company is increasingly making its presence felt.



The same format also applies to the restyling of the "Passione Italiana" line of carbonated drinks. In particular, the Clementine, Lemon and Chinotto flavours guarantee a superior taste experience thanks to raw materials of Italian origin.

In 2019, special attention will be paid to the teas thanks to the [San Benedetto Indian Black Tea line](#): a product of great quality which takes in all the senses of consumers thanks to the elegant 25 cl glass, clear flavour and delicate scent of 100% Indian black-tea and fruit leaves. The new Tea, proposed in the flavours of Lemon and Peach, is preciously packaged in a bottle covered with floral decorations and refined plays of transparencies. And speaking of tea, also for 2019 San Benedetto is planning a new Limited Edition of the 33 cl sleek can, designed by the students of NABA - New Academy of Fine Arts. An innovative and trendy design dedicated to the youngest and most modern consumers.

Per le [Bibite Zero](#), la nuova bottiglia da 40 cl si presenta più pratica e funzionale, mantenendo sempre un carattere moderno e originale. Dedicata al fuori casa e al consumo on the go, sarà disponibile nei gusti Allegra e Limone. Novità anche per gli sportivi: Energade 0.5 L avrà il nuovo gusto Frutti Rossi con Goji.

Last but not least, for the Schweppes lines produced and distributed by San Benedetto under licence Schweppes Int. Limited, the 2019 restyling of the 0.18 one-way glass line will be presented, and the presence of the Schweppes Premium Mixer line will be confirmed with its unmistakable flavoured tonics designed for mixability.

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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)



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