

S.BERNARDO OFFICIAL MINERAL WATER OF THE SUPERSALONE

S. Bernardo is the official mineral water of the "supersalone" special event of Salone del Mobile.Milano, curated by Stefano Boeri and scheduled from 5 to 10 September at Rho Fiera Milano. The mineral water and the important exhibition, icon of Made in Italy, confirm their collaboration based on sharing a project of excellence both in terms of content and form.

The partnership, which kicked off in 2019, has already seen S. Bernardo and the Salone del Mobile create some original projects together, such as the two "Limited Editions" of Acqua S. Bernardo dedicated to the cities of Moscow and Shanghai, where the Salone del Mobile.Milano organizes its International Exhibitions that catalyze the interest of a very wide audience.

Milan is the nerve center of the best international design and it is here that innovative paths are announced, able to highlight products in a context made of proximity, reflection and sharing. For this reason Acqua S. Bernardo feels part of a beautiful project that focuses on circularity and sustainability.

S. Bernardo has always made these principles its way of acting: for 10 years it has been powering its plants with the clean energy of its wind park. This is how the iconic "Goccia" glass, bottle designed by Giorgetto Giugiaro, is produced, today alongside new sustainable packaging solutions, such as the new aluminum and multi-sensory cans with the drops in relief, symbol of lightness, purity and design. Another example is the "Goccia Ely", the latest addition to the S. Bernardo range, a 100% recycled and recyclable plastic bottle. Characterized by the spiral shape that recalls how everything can come back and underlines, with elegance, how everything is connected. Just like Fibonacci's succession which is reported on the bottle with the classic drops arranged in the golden ratio. Its paper label, once removed for a correct differentiation, reveals a small and pleasant surprise.

«Even when we turn our gaze to the challenges of the future, we continue in the tradition of combining the quality of our water with a surprising design, able to win over those who approach it with a multi-sensory experience: visual, tactile and taste. Thanks to our Drops and our pure and light water» says Antonio Biella, General Manager of Acqua S. Bernardo, who continues: *«The sensitivity towards a sustainable future of S. Bernardo does not stop in researching new packaging solutions, Acqua S. Bernardo is constantly committed to preserving nature, in fact, for bottling is used only a small part of the water that our sources provide, while the rest is returned to nature».*

The company aims to achieve a negative consumption of environmental resources, in full agreement with the UN 2030 Agenda for Sustainable Development.

«We, at Acqua S. Bernardo, believe in sustainability as an absolute value and, as a first step, we want to achieve our 0 impact as early as 2025 with an action of reforestation of the mountain areas around the sources.» In perfect alignment with the Forestami project of the "supersalone" based in Milan, which foresees a green area to welcome visitors at the Porta Est entrance of the exhibition center and the trees used will be planted in the Milan metropolitan area.

«We take care of the mountain springs from which our water flows uncontaminated in the Maritime Alps at a height between 1,200 and 1,600 meters in the upper Tanaro Valley, in the heart of Piedmont. Our mineral water is really light, thanks to the low fixed residue and is very low in nitrates and nitrites because the sources are far from any form of pollution.

We respect the water, which is constantly protected and controlled by our team of technical experts.

We respect nature and promote the use of returnable glass to which we now add aluminum cans and bottles made of 50% and 100% recycled PET. The container for us is a resource to be used, reused and recycled correctly» concludes Biella. Because "Every Drop Counts", as the company's claim states.

Acqua S. Bernardo, also in 2021, is dedicating itself to projects on the theme of art, but the thread that binds it to creativity, design and 100% made in Italy mineral water ideally stretches back to 1926 (the year in which S. Bernardo was founded), when Leonetto Cappiello created the first historic advertisements that have remained in the collective imagination. It then continued over the years between different steps, including the collaboration with Ugo Nespolo, author of "Il Tappo".

In the sixties of the economic boom and consumption, while Italian furniture was growing, also through the Salone, the habits and way of life of families were changing. In the same years, S. Bernardo left Piedmont, and in the Eighties it occupied the shelves of large-scale distribution and appealed to the public with the unforgettable advertisements designed by Armando Testa on TV and on billboards in buildings. In the Nineties, with the furnitures becoming objects to be exhibited and the houses becoming works of art, Acqua S. Bernardo signed a union destined to become iconic for the brand, with Giorgetto Giugiaro, designer of international fame, born right in Garessio, like S. Bernardo.



S. Bernardo



The "Gocce", bottles of Acqua S. Bernardo, began to be the most sought-after bottles in the best furnished and most fashionable restaurants, clubs and hotels. Places that, thanks to the design innovations of interior decorators, undergo many transformations. The Salone del Mobile is also somehow present in the last transformation of S. Bernardo, in 2015, when the company, thanks to the Montecristo Group, became 100% Italian owned again: the announcement was made at Fiera Milano.

S. BERNARDO

S. Bernardo represents the perfect union of quality, tradition and elegance. Its source originates in the Maritime Alps, at a height of 1,300 m, in a healthy and uncontaminated environment. Known since 1926 for its lightness and excellent organoleptic characteristics, since the 1990s it has also been an expression of Italian design, thanks to its unmistakable "Gocce" bottle, designed by Giorgetto Giugiaro. Still today an icon of style. Distributed in the retail, ho.re.ca and door-to-door channels, it is available in a complete range of formats in glass, aluminium and 50% and 100% recycled pet. Since May 2015 it has become part of the Montecristo Group. S. Bernardo: long all-Italian tradition of quality and style.

MONTECRISTO GROUP

Montecristo Group was born from the union of two Italian families, for generations protagonists in the mineral water and beverage sector. In recent years, the Group has made important steps on the national market, with the acquisition in 2011 of Fonte Ilaria spa in Lucca and in 2012 of Fonti Di Posina spa in Vicenza. It has become one of the leading producers of carbonated and aseptic beverages specialized in private labels, and is active in distribution in all modern channels. Today it produces 550 million bottles, 105 million turnover, 4 plants and 220 employees.

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