



WATER



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New ad campaign for Sant'Anna BioBottle

Fonti di Vinadio promotes the sales of Sant'Anna BioBottle with a new mass-media ad campaign. Sant'Anna BioBottle is proposed in a bottle obtained from a vegetal biopolymer. Several years ago, Fonti di Vinadio has been the first Italian company to use comparative advertising to highlight the properties of its own products. Now it uses newspapers and magazines to explain to consumers the plusses of this new packaging system. In the advertising pages, the three formats of Sant'Anna BioBottle (0.5, 1 and 1.5 lt) come side by side with a report card on the composition of Sant'Anna water and a box conveying information on environment and water.

An Italian missionary opens a mineral water plant in Tanzania

After the construction of a water system twenty years ago that now supplies water to many villages at the feet of Livingstone Mountains, in Tanzania, Father Camillo Calliari, a missionary priest from Trento, has installed a small mineral water bottling plant on the Kipingere Range, at 2200 m height. It is the first bottled mineral water of Southern Tanzania; it is called "Lulo", in the local language meaning Precious. The plant output today is of 1500 litres water per hour.



Italians save on mineral water

With 19.71 Euro per month per family, the purchase of mineral water has become the first expense item in a family budget for beverages, for which globally approximately 41.06 Euro are set aside for spirits and soft drinks. Water expenses have overtaken wine expenses, for which every family spends on average 12 Euro per month. Mineral water expenses are higher in Northern Italy (20.34 Euro on average) and lower in the south (18.75 Euro on average). Consumers are very careful and try to avoid wastes, and, unlike what was done in the past, bottles that are not finished within the day are kept the next day. In the summer 2011, purchases of bottled water have decreased by 3% compared to the previous year. From May to September, each Italian has purchased 60 litres water, corresponding to 0.6 litres per day, 26% of global consumptions per year, for a total summer expense of little less than 48 Euro per person.



The tax on soft drinks may promote the consumption of fruit and vegetables

48% of Italian children drink soft or sweet drinks daily, whereas only 77% eats fruit and vegetables daily, with the result that 34% of them have weight problems. To obviate this situation, Coldiretti proposed a tax on soft drinks. The associations of soft drink producers answered that in Italy carbonated drink consumptions amount

to 62 litres per person per year, against an European average of 96 litres, 100 litres in Spain, and 140 litres in Germany. The associations reject Coldiretti's proposal as discriminatory towards a single category of products, while the causes of obesity are multi-factorial.

San Benedetto mineral water supports culture

San Benedetto Mineral Water took part to the event for the assignment of the XLIX Campiello Award, important literature prize established in 1962 and assigned every year to an Italian fiction work. In almost 50 years of history, the Campiello Award signalled a great number of authors and works of fiction that marked the history of Italian literature. Supporting the Campiello Award, Acqua Minerale San Benedetto keeps faith to the engagement "Risorse per la Vita" which implies supporting projects that teach how to think and diffuse innovation.

