San Benedetto

1956 - 2016

Sixty years of totally Italian success
On 10 April we celebrated sixty years but we don’t even show it. An important goal, achieved thanks to a rich system of values built up over the years and made of tradition, innovation, passion, company culture, expansion according to an environmentally sustainable perspective and – last but not least – special attention paid to the consumer in the name of the Made in Italy brand. These first sixty years of history are the result of a productive activity and more in general a culture of work and business that has left a significant mark both on the economy and society. Yes, because one of the secrets of this success that certainly stands out is the cooperation and cohesion of all the employees, who have constantly considered the company like a family, with the same warmth, the same welcoming spirit, the same mutual respect. Many years of industrial, product and communication successes, representing, as a whole, the success of the entire system: the affirmation of a special interweaving of technical solutions, shared values and production methods that are always innovative. This is what we have been and it is what we want to base our future development on. Our Chairman, Enrico Zoppas, in a recent interview said: “Knowing for a fact that we have strengthened the vital core of our company, we are confident in the solid foundations on which we are resting, thanks to a network of talented people who use dialogue to exchange ideas and suggestions every day. People who identify with the same values and who already make up the pivot of San Benedetto in the future.” Building on his words, I can say that I am proud to be part of this large family that operates thanks to the vision and perspicacity of a great entrepreneur.

I am honoured to be able to open with this short introduction of mine, a complete course to the discovery of the whole world of Acqua Minerale San Benedetto, from its earliest days to today.

2016 is a year of celebrations, occasions and events so that we can tell everyone about the projects of a large company that wants to continue its growth by consolidating the successes achieved, the investments in Italy and by focusing on foreign markets, tables at which the competitive challenges of the near future will be played.

Frédéric Barut, Managing Director – Acqua Minerale San Benedetto S.p.A.
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Sixty years of totally italian success

THE CHAIRMAN, ENRICO ZOPPAS, TELLS THE HISTORY OF SAN BENEDETTO IMBUED WITH PASSION, ENERGY AND INNOVATION.

Right from its launch in Scorzè, on 10 April 1956, the Acqua Minerale San Benedetto company has distinguished itself for its specific tendency to "look to the future" always with innovation. It immediately began bottling and distributing locally the mineral water of the San Benedetto Spring in glass bottles, a water which was said to have beneficial, almost miraculous, benefits to the extent that it was said to have health-giving properties - "acqua della salute".

Innovation is a characteristic that has deeply affected your history, but what were the first years like at San Benedetto?

At that time there was a rapport of cooperation between my family and the Scattolin family which owned the licence and the land on which the spring flowed. My family was involved in the household appliance industry, but had understood the need to diversify the market by investing in a source that could be synergistic: more refrigerators in Italian homes (we are talking about the Sixties), would have meant more beverages sold. The competitive panorama was dominated by glass and by the absolute dominance of a few large brands such as Recorai, Credo and San Pellegrino while Frucci was distributed in the pharmacies and controlled the paramedic industry. The only exception in the world of soft drinks was Coca Cola which operated a direct control on the shops.

Despite this, the brand had grown but distribution remained regional and the plant needed significant investments to strengthen the production line. From here, my family decided to take over the entire block of shares. After the sale of Zoppas and the passing of my father, Luigi, all the assets were divided among the various shareholders and the only company not assigned was in fact San Benedetto. No-one wanted it and faced with the possibility of selling it, I decided to accept the challenge and, thanks to the contribution of my friend and school companion, Giuliano De Polo, I committed to making San Benedetto stay at "home".

What was the milestone that triggered your growth?

When we joined the company with De Polo, in 1971, we had to deal with a clearly difficult financial situation. In 1970, San Benedetto was inflicting 1.7 billion Lire and losing 300 million, but we sensed a great strong point in that gap: focus on an efficient distribution capable of successfully controlling the market. Starting from that and being the first to introduce the concept of non-returnable glass, we can say that we were, for the time, the "architects" of a consumer revolution, which allowed us to launch a national distribution at once.

Then PET arrived...

This was another turning point. At the end of the Seventies we discovered that PET could replace glass, it held the carbonation, was recyclable, weighed a lot less and did not break. We found a Japanese machine capable of producing PET bottles and we started initially to bottle sparkling blood orange. That was the beginning of 1980 and in a very short time we reached a market share of 50% on plastic bottles. Afterwards, in 1983, we were the first in Italy to also bottle mineral water in PET, becoming established as market leaders.

At the beginning of the Nineties, there was another innovation of great significance that placed San Benedetto as the industry leader, the only one able to work on processes to improve the products.

In 1993, we were one of the first companies to build a fully-aseptic bottling plant for the production of non-carbonated drinks guaranteeing total safety for our products. We had the possibility of developing in-house new drinks with high added value to bottle them, in fact, in an aseptic environment: teas, for example, and energy drinks which were starting to arrive on the international markets. In 1996, we patented the "pull&push" cap, still completely aseptic, recyclable and ideal for "on the go" consumption. And it is from that moment that the large foreign multinational companies started to be interested in us.

Like Coca Cola?

Actually, the first was Cadbury Schweppes International in 1983. Actually, the first was Cadbury Schweppes International in 1983. They were looking for a company to work with on the production and distribution in Italy of the entire range of Schweppes products and we were the ideal partner. The first step was a franchising agreement, according to which we handled the production, distribution and sale, while they took care of the marketing: an agreement that provided quality and added value to both companies. In 1988 it was Pepsi Co. International’s turn. We signed a franchising agreement with them that then turned into “copacking” to produce and market in Italy the range of products of the Pepsi and Seven Up brand. At the beginning of 2000, we received the call from Douglas Daft, Chairman of the Coca-Cola Company, who was particularly interested in our technology. He asked us to create for them the industrial plan of a new energy drink called Powerade, which included the design of the bottle and the cap, the organisation of the production line, the planning of the times and the volume of supplies. In just three months we achieved what others would have done in at least two and half years: an enormous competitive advantage, the result of an extraordinary alchemy of ability, will and skills that only we could produce. Today we can still boast of a much higher rate of innovation than the international giants, which allows us to be faster, more flexible and fearless: the capabilities that we have developed, thanks to the contribution and professionalism of the people in every corporate department, allow us to launch new products at low cost and great speed.

When did you start looking abroad?

The internationalisation process began in 1986 thanks to an agreement with Cadbury Schweppes, and continued in 1994 and 1995 with the launch of two new brands, Energetica and Gavis, innovative and still today category leaders. In 1996 we began both industrial and
commercial partnerships in France, Belgium, Mexico and the Dominican Republic. Precisely because of these international relationships, we managed over time to develop production systems in Spain, Hungary and Poland with global partners such as Ferrero, PepsiCo and Danone.

The international expansion was flanked by the continuous investments in Italy.

The explosion of the discount channel, ridden with our Guizza water, led us to achieving enormous volume, to the extent that we had to build new production plants. Today we have 6 plants in Italy for widespread coverage of the entire nation. We believe strongly in the domestic market as the recent acquisition of Cutolo Rionero demonstrates, which is for us a challenge as well as a great opportunity for growth in an increasingly difficult and competitive market. A large investment overall has been created in Basilicata, using the best technologies for reducing carbon dioxide emissions, in line with the policy of sustainable development which is the basis of all of our actions. The objective that the company pursues constantly remains the development of our networks of local high quality water throughout the country, through greater productive flexibility, “getting closer” to consumers and distribution and developing the “zero-mile” policy, which means a strong reduction of CO2 emissions and greater logistical advantages.

Is sustainability now the heart of your business?

Today, attention to the environment must be considered a daily practice, a lifestyle to be adopted without reservations. I don’t see any other way to be an entrepreneur: an attitude considered at one time innovative and which today must be a rule.

San Benedetto has always had a very close relationship with nature and the environment. We have learned from nature to create wellbeing. This principle summarises our entire philosophy and shows the path for the future. If all the companies in the world shared this commitment, in just a short time we would provide a great contribution to the health of the planet. The culture of uncontrollable consumption and profit as an end unto itself, is now part of a distant past, while the present is made up of deep values and long-term objectives. Companies are required to be increasingly more involved in the enhancement of the land, in the defence of the environment and in the growth of the community: a process which has already started and from which we will no longer turn back. The concrete results that we have obtained in environmental protection and energy savings have been very positive and deserve to be taken as a model, to do even better in the near future.

San Benedetto is sixty years old, what are its plans for the future?

We have reached this very important accomplishment as market leader with astonishing numbers. This is why I would like to thank everyone who has taken part in the success of San Benedetto – from its early days to the present – from the bottom of my heart. Knowing for a fact that we have strengthened the vital core of our company, we are confident in the solid foundations on which we are resting, thanks to a network of talented people who use dialogue to exchange ideas and suggestions every day. People who identify with the same values and who already make up the pixel of San Benedetto in the future. We celebrate our sixtieth anniversary knowing that we have reached an essential aim– the most wonderful, human goal we could achieve. I wish all our collaborators sixty more years as wonderful as those we have just reached – distinguished by passion and the will to get things done. I also hope they continue to show cohesion whilst still voicing new and exciting developments. We still have a long journey ahead of us, one that aims at an ever-growing development, both in Italy and mainly abroad. Our hope is to continue our worldwide expansion, because water is a precious good that concerns humanity as a whole.
“A FUTURE BORN FROM AN EXTENSIVE HISTORY”

An exhibition that examines the origins, accomplishments and future of a company that embodies all-Italian excellence.

To celebrate our “first” sixty years in style, we have organised two exhibitions: the first from 10 to 16 May in Venice, at the exhibition spaces of Ca’ Foscari University and the second, from 10 to 19 June in Milan, at the National Museum of Science and Technology. These exhibitions are the result of the desire to explain and disseminate, as much as possible, the philosophy and spirit that have made the Scorzè company great. The story of San Benedetto has been described in subject areas, developed through documents, images and videos, which retrace the events of the Venetian company since its inception, back in the 1950s. From innovation understood as value, which made it possible to achieve avant-garde projects, to the great international partnerships, which have made San Benedetto a player that is respected and “envied” worldwide. The stock footage being exhibited also highlighted the commitment that the Company has always shown on several fronts: in sports, for example, as proven by the many advertising campaigns and partnerships with various sports associations, aimed at promoting in its consumers the importance of adopting healthy lifestyle, thereby establishing an ongoing relationship of trust with them.

The domestic and international expansion, together with the product innovations, have transformed the San Benedetto Group into what it is today: a multinational company that has not lost the ties to its past and which, precisely to its history, made from far-sighted intuitions, focused more on work ethics than on profit, owes the achievement of this milestone distinguished for its incredible numbers and excellent state of health. The shows were also the opportunity to thank the people who for 60 years, with patience and commitment, have built and continue to build the future of San Benedetto every day, and to talk about the challenges that the Company has faced over the years. Two moments conceived to document, to the best of our ability and through never-before-seen images, the history of a brand – but especially the success of an idea!

LEFT: UNIVERSITY CÀ FOSCARI, VENICE; RIGHT: MUSEUM OF SCIENCE AND TECHNOLOGY, MILANO

SAN BENEDETTO, UN LUNGO SORSO DI FRESCHEZZA - A LONG SIP OF FRESHNESS

Sixty years of culture of innovation and respect for the environment.

A story of all-Italian excellence, from the inception of the company to the present day, told in the book published by Mondadori and written by Luca Masi with foreword by a leading Italian journalist: Ferruccio De Bortoli. The monograph, through photos, documents and testimony, in particular that of the Chairman, Matteo Zoppas, narrates the history of the largest Italian Group in the non-alcoholic beverage industry. A success story in which technological innovation and the “early” application of the principal strategic marketing tools enabled significant market developments, in primis that of the non-alcoholic beverage, not considered changeable.

The book promotes period material alternating it with current images: sign of the Company’s attitude to always be at the cutting edge of production systems and products. The work concept, told in texts and photographs collected in the book, is explained by underlining in particular the value, the commitment and the quality of the people that have made San Benedetto into today’s company. A dialogue between men and women, innovative technology and meeting places of a real community. The workforce and exports growth have not altered the nature of San Benedetto and its elements of value: “to be a family company, tied to the land and in particular careful custodian of a precious resource, water, which it preserves thanks to constant attention to the environment and its protection. These elements represent the challenge of San Benedetto, a business that over time has become one of the most established International Groups.
The Star of 2016

The Scorzè Group has held for years the role of leader in new proposals for the market providing concrete answers to consumers and competing with the large multinationals of the industry. Today, innovation at San Benedetto represents around 20% of its sales, an important figure that allows the Group to grow. Together with its Marketing Director, Vincenzo Tundo, we introduce the principal innovations that San Benedetto is offering the market.

Mr. Tundo, 2016 is a very important year for San Benedetto, what are the main innovations?

This year, we are celebrating 60 years, a very important milestone for an entirely Italian company which through innovation has been able to identify its own area of distinctiveness and differentiation on the market. 2016 is, therefore, a year of innovations, occasions and events, to introduce to everyone the projects for the future of a great company! We have created a celebratory logo used on our leading products and on the communication material, and launched eleven new items in all the product categories in which we operate, as a real Total Beverage Company.

In the mineral water segment, we are giving our consumers the pleasure of reliving with pride the taste, refinement and elegance of Cutolo Rionero Fonte Atella, the natural sparkling water, real symbol of Basilicata and the neighbouring regions. The product is finally coming back on the tables in new and practical 1.5L and 0.5L PET formats, soon also in 0.75L and 1L glass bottles, and the exclusive and convenient PET 1L format. The design of the bottles was created by putting to good use all our know-how in the design and creation of PET containers, to be elegant and at the same time functional. With the acquisition of Cutolo Rionero, we took an important opportunity to confirm the strong tie and commitment towards a strategic area of our country, Southern Italy. This operation represents, moreover, an opportunity to give a boost to the valuable segment of natural sparkling waters which in Area 4 carries more weight than the national average.

Another very important innovation is the launch of the Millennium line of Antica Fonte della Salute, a new source that springs from an age-old aquifer which has remained untouched until the present day. The aquifer is 236 meters deep and yields such pure water that it contains almost no nitrates. This mineral water comes about with the objective of offering a high quality product, presented in a new, prestigious 0.65L glass bottle, that is elegant and has a modern design developed for the world of high-end catering. Together with Antica Fonte della Salute is Pura di Roccia, with which we are entering the segment of Minimally Mineralised water. The Pura di Roccia water, offered in the exclusive 1.25L bottle, originated in the Biellese Alps and is characterised by its purity and lightness with a fixed residue of 32.8 mg/l.

There are also innovations in our main line in the catering world, San Benedetto Prestige Rose Edition, “dressed” up with a new cap embossed with the swallow, symbol of San Benedetto, and the new 60th Anniversary label. The latest innovation involves Elite Edition, the line that combines the practicality of PET with a unique, refined design. Dedicated to the Ho.Re.Ca. universe, this line has a completely renewed image with a silver-based label and the inclusion of the “Elite Edition” logo to differentiate it from the other lines. Expanding into the “near water” area, Aquavitamin has adopted an innovative 0.40L format. It is a new “slim” bottle which gives greater modernity and appeal to the product without shaking the elements that distinguish it.

And what do you have in store in the world of tea?

We want to consolidate and develop our leadership in innovation by positioning the range high, to tap into the interest of the consumers in the “health/ecology” area tied to wellbeing and reassurance towards an organic production chain. For this reason we have launched organic products both in the tea category, and in the area devoted to the smallest individuals. The San Benedetto BIO Tea is our new premium product also in terms of format and graphic design. It is, in fact, offered on the market in the very new 0.40L format, in peach and lemon flavours, created to support its premiumness.
and increase its distinctiveness from the rest of the range and the competition. Instead, in the beverages for children, we have expanded our Baby line by launching a new beverage, Baby BIO, made of organic ingredients, 30% fruit pulp and chamomile, in the Push&Pull 0.25L format ideal for small consumers. Getting back to tea, in order to strengthen and develop our presence on the traditional market, we are focusing on areas of need and moments of consumption typical of the “take away” world. The new version of the “sleek”. Special Edition can, designed by the Three-Year Graphic Design Course students of the prestigious Academy of Fine Arts of Milan, NABA, is contributing to this. Inspired by the Eastern origin of tea, they convey the freshness of the product through the decoration and the particular atmosphere that this landscape offers. All using a modern and contemporary design connected to the world of the young.

“Wellbeing” innovation in the juices as well? We wanted to emphasize the uniqueness of “in Mineral Water” also through the naming of the product with the change from San Benedetto Batik Succoso to San Benedetto Succoso, to take advantage of the very high level of recognition of our brand. In addition, in order to meet the increasing attention of consumers to the more “healthy” items and in the wake of the success of our San Benedetto best practices of the ZERO formulations of tea and carbonated beverages, we have introduced the new San Benedetto Succoso ZERO without added sugar in the innovative and attractive 0.40L format.

And what are your new products in carbonated beverages? In 2016, we will focus our attention on the two lines which are receiving the most success, in other words the Bibite San Benedetto Zero and Prima Spremitura, for which we are planning a pack restyling which focuses on enhancing these products and making them even more modern. In addition, we are strengthening our “take away” products with the launch of Prima Spremitura in the 0.25L non-returnable glass format, which will be added to the formats already in the line. Instead, for the Schweppes brand, we have launched Schweppes Bitter Lemon, a specialty already present for years abroad, for example in Germany and Switzerland. It is a high quality recipe with an adult, bitter and refreshing
Do you want to end this interview with a forecast?

We are very interested in the aperitif market, a segment with high added value. That is why we have fine tuned an innovative product with the San Benedetto trademark: Ginger Spritz. It is a new way of drinking an aperitif, excellent straight and ideal for mixing with Prosecco wine to create a Spritz. We want to have our say with this important innovation which we will introduce with graphics with a strong impact, ideal for attracting a target of the young and young adults, both male and female. On the Schweppes front, we have scheduled the launch of Schweppes Ginger Beer, something completely new for the Ho.Re.Ca. channel, in line with the emerging trends that are focusing on a quality mixed drink. Our Ginger Beer will be the perfect base for the preparation of the most fashionable cocktails, for example the Moscow Mule.

taste, to be consumed straight or mixed, offered with a "frozen" graphic with great impact.
It was the 10th April 1956 in Scorzè (Ve), in the heart of the Sile natural park, that San Benedetto Group opened its first establishment—a bottling plant for Fonte San Benedetto and Fonte Guizza mineral waters. The Company gets its name from the spring by the same name, known since the times of the Republic of Venice as the "Ancient Spring of Health" and sought after by the Venetian families for its curative powers.

In reality, this water has a history that borders on legend. The Romans, Longobards, Austrians and all the peoples who passed by Scorzè over the centuries, heard about a fountain from which a large amount of curative water flowed beneficial to the intestines, the stomach and the whole body.

But it was only in the XX century that Acqua Minerale San Benedetto could be bottled and distributed so that everyone could experience its benefit. Acqua Minerale San Benedetto S.p.A. quickly grew from a small local producer to a company with a presence all over Italy and beyond.

Today, the San Benedetto group is commercially active in more than 100 countries on all five continents. We are the biggest Italian-owned company on our market, the second-biggest soft drinks producers, and the fifteenth-biggest company in the food and beverages sector as a whole.
Acqua Minerale
San Benedetto is born. It was in 1956 that the first San Benedetto plant opened in Scorza (Venezia). In those early years it was a bottling plant for mineral water. The bottles are of glass. The Scattolin family, which owned the land on which the spring is located, held 66.6% of the company, the Zoppas family the remaining 33.4%.

1959
San Benedetto becomes a Joint stock company
The Zoppas family acquired the majority of the Company, then took over the entire block of shares at the end of the 1960s.

1971
The current management joins the company
After the death of Luigi Zoppas, his son Enrico joined Acqua Minerale San Benedetto as Managing Director, and his friend Giuliano De Polo took the position of Chairman. Enrico is appointed company chairman in 2004 on the premature death of De Polo.

1980
Innovation as a value
After its innovative development of one way packaging in glass bottles, with the original 1.5 litre format later extended to half-litre, one-litre and two-litre formats. The company implements vertical integration of its processes by making all its own bottles.

1984
Agreement with Cadbury Schweppes International
Under an agreement signed with Cadbury Schweppes International, San Benedetto begins to produce and distribute the full range of Schweppes products in Italy.

1988
Agreement with Pepsi Co. International
San Benedetto signs a franchising agreement with Pepsi Co. International for the production and sale of products under the Pepsi and Seven Up brands in Italy. With its business becoming increasingly international in character, the company begins to expand into foreign markets.

1993
A winning approach to the market
As the first Italian company to use PET bottle technology, San Benedetto enjoys a competitive advantage which enables it to gain an early presence in new markets emerging in response to changing consumer trends. All of this is accompanied by the adoption of modern advertising methods.

1995
Gran Guzza S.p.A.
San Benedetto opens a new bottling plant in Popoli (Piacenza) where its Guzza Fonte Valle Reale mineral water is bottled.

1996
The beginning of the “Pull&Push” era
San Benedetto patents the first totally aseptic, re closable “Pull&Push” cap in response to the requirements of an increasingly dynamic market where “on the go” consumption has become part of our everyday lives.

1997
Agua Mineral San Benedetto S.A and Alpe Guzza S.p.A.
San Benedetto founds a new company, Alpe Guzza S.p.A., in Donato (Bellinz) which is responsible for bottling Guzza Fonte Caudana mineral water.

1999
Santa Clara C.P.A.
Acqua Minerale San Benedetto S.p.A. acquires an interest of 49% in Santa Clara C.P.A., a producer and bottler of mineral water based in the Dominican Republic.

2000-2001
Fonte Primavera di Popoli and Acqua di Napoli
San Benedetto in Popoli (Piacenza) plant begins bottling Fonte Primavera mineral water, and in 2001 the company acquires a 100% stake in Acqua di Napoli S.p.A. (Wierbo), adding naturally sparkling mineral water to its product portfolio.

2001-2002
Polksa Woda S.p.z.o.o.
and Magyarvisz Kft
As the result of a partnership agreement between San Benedetto and Danone, the creation of two new companies Polska Woda in Poland and Magyarvisz Kft in Hungary - marks the first step in San Benedetto’s expansion into eastern Europe.

2002
Atlantic Beverage Limited and ISBM S.A. de C.V.
San Benedetto signs an outsourcing agreement with ABL for the production and packaging of Coca Cola products for the European market. That same year, it established in Mexico the “Industria Embaladora de Bebidas Mexicanas”, in joint venture with Doctor Pepper Snapple Group, for the production of mineral water and soft drinks.

2003
Parque la Presa S.A.
San Benedetto expanded in the Spanish market with the acquisition of the Parque la Presa company which produces, distributes and sells mineral water.

2006
Keeping it in the family
Enrico, Gianfranco, Renzo, Maria Teresa, Sara, Federico and Matteo Zoppas reach an agreement on the purchase of the shares held by other members of the Zoppas family and now hold 100% of Finanziaria San Benedetto, the parent company of the Acqua Minerale San Benedetto group.

2008
Commitment to the environment
San Benedetto commits to the environment, reorienting its entire product development activities and processes towards eco-sustainability.

2009
Agreement with the Italian Environment Ministry
San Benedetto continues with its implementation of an eco-sustainable industrial culture. An important landmark on this journey is the agreement signed by San Benedetto with the Italian ministry for the environment. This agreement includes a specific commitment to CO2 emissions offsets, honing the analysis of the environmental impact of bottled water and the neutralization of this impact via joint projects.

2010
San Benedetto becomes sole shareholder of Polska Woda S.p.z.o.o. and Magyarvisz Kft
Danone sells its 50% stake in the two companies responsible for producing and distributing San Benedetto mineral water and beverages in Poland and Hungary respectively, leaving San Benedetto as sole shareholder of both companies.

2014
Fonte del Pollino
San Benedetto opened a new plant in Yriguan (Polentia) for the bottling of Fonte del Pollino mineral water, in the heart of the National Park of Pollino.

2015
Cutolo Rionero Fonte Atella
San Benedetto acquires Cutolo Rionero, the historic naturally sparkling mineral water brand from Calabria.

2016
A new agreement for protecting the environment
A new agreement is signed with the Ministry of the Environment to identify a real course of “sustainable innovation”, which makes the principles of sustainability the actual drivers for doing business.

2017
Innovative new generation of bottles for lovers of nature, made from recycled plastic and with 100% CO2 offset.

2019
Birth of the Ecogreen range
San Benedetto introduces an innovative new generation of bottles for lovers of nature, made from recycled plastic and with 100% CO2 offset.

2020
Birth of the Ecogreen range
San Benedetto introduces an innovative new generation of bottles for lovers of nature, made from recycled plastic and with 100% CO2 offset.

2021
Sustainability the actual drivers
2009 - agreement with the Italian Environment Ministry
2008 - commitment to the environment
2006 - keeping it in the family
2001 - acquisition of the Parque la Presa S.A.
1999 - acquisition of Acqua di Napoli S.p.A.
1995 - acquisition of Gran Guzza S.p.A.
1990 - Bottling plant for the production of still drinks, San Benedetto
1971 - bottling plant for the production of still drinks, San Benedetto
1959 - bottling plant for mineral water, San Benedetto
1956 - bottling plant for mineral water, San Benedetto
1956 - Birth of the Ecogreen range
Quando pensi ad un’acqua, pensi a San Benedetto.

Ci vorrebbe un’Acqua Minerale che ami la natura perche pensa alle nuove generazioni...

Ben detto!

Scopri di più su www.risorseperlavita.it


progetto ecogreen
100% CO2 compensata

"San Benedetto has always had a very close relationship with nature and the environment: a long blue thread connects its water – from the mountains to the plain – and makes sure that it reaches the consumer’s intact. A large group like San Benedetto is both a high technology system and an articulated company that follows all the industrial processes, from production to marketing and communication. Everything, however, revolves around a product that is not the work of man, but a gift of nature. To drink it, we only have to collect it and distribute it. Simple things that are the most difficult.”

The first objective of the Veneto Group is the wellbeing of the consumer, which is also reached through respect for the environment and protection of resources, water first of all. A precious asset that belongs to the community.

The company’s mission is to preserve the purity of the water and make it available to everyone. That is why it conducts eight hundred daily checks, continuous and accurate, to evaluate the level of safety of the springs and guarantee the protection of a primary asset fundamental for survival of life on the planet. To leave to our children a cleaner world, rich in resources is not only a moral duty but also a great opportunity for growth.

The mission “resources for life” implies therefore a specific assumption of responsibility by the company, a moral commitment that involves all the employees and supports its development strategies. At San Benedetto, our attention to environmental issues is no recent phenomenon: we began investing heavily in technological innovation back in the early 1980s, and were the first company on the Italian market of water to use PET (polyethylene terephthalate), a plastic that is easy to recycle. We have patented some of our own bottle designs, and we also design and produce lightweight bottles that use smaller quantities of raw materials - and that means reduced carbon emissions. The first one and half litre bottles used 52 grams of PET, now they use 22.5 grams, less than half. Savings, therefore, have always been considered a primary objective in the San Benedetto industrial programs; our openness to innovation has also led us to embrace the energy saving philosophy and to orient our entire industrial activities to environmental sustainability.

Today, the Veneto Group is the Italian leader in environmental sustainable policies in the beverage industry and any projects that start in the company include an assessment of the environmental impact in the analysis. The results of the environmental commitment are available to everyone during the 2008-2012 period, CO2 emissions overall were reduced, at equal volume, by

San Benedetto and the defence of the environment

PROMOTING ECO-FRIENDLY INITIATIVES, SAN BENEDETTO REDUCES AND OFFSETS ITS ATMOSPHERIC EMISSIONS OF CO2 AND INTRODUCES SPECIAL FORMATS FOR LOVERS OF NATURE

AN ENVIRONMENTAL VOCATION
19.4% on the Acqua Minerale San Benedetto PET line, fully three times more than the objectives established by the Kyoto Protocol for Italy; specifically, this awareness of the company’s social responsibility connected to the subject of the environment translated in 2009 into a voluntary agreement signed by the company with the Ministry of the Environment. San Benedetto was the first Italian industrial company to launch, in agreement with the institutions and the companies, a project of detection and assessment of carbon dioxide emissions in all the sectors of the group, from production to distribution activities, and from the offices to the laboratories. It was a first concrete step that has had immediate positive effects on the company’s growth and has generated many improvements at all levels. The first two years of work after the voluntary agreement was signed were used to define a method for calculating the emissions of greenhouse gases (among which CO2) along the production process of the mineral water. We discovered that about 50% of the emissions came from the weight of the bottles while only 20% was related to logistics.

The research continued with new technologies and focuses on the improvement and optimisation of the industrial processes which has led to the creation of the 1L “Easy” bottle, composed of even lighter containers, which use up to 50% of R-PET and with carbon emissions that are completely offset. “Ecogreen Project” was the first Italian product line to receive the Ministry of the Environment’s special environmental footprint evaluation programme certification. Ecogreen is dedicated to people who love nature - and it’s also designed to help preserve our planet’s resources.

In addition, an ambitious project has been launched to cover the plants with photovoltaic panels to significantly boost power sustainable production. In the Popoli plant, in the province of Pescara, for example, a photovoltaic system has been installed with a power of 1.911 MW; 17,530 photovoltaic panels were laid over a surface of approx. 17,000 m² to produce green energy of over 2150 Mwh per year.

In 2014, 2400 tons of R-PET were used overall, a reduction of 6,412 tons of carbon dioxide. At the same time, the research to lighten the bottles continued, leading to a reduction of 160 tons of PET, or 560 tons of CO2. Part of San Benedetto’s environmental policies has also been the decision to delocalise the six plants in Italy and move the company closer to the consumers and distribution. Through the “network project”, a programme designed to enhance the networks of high quality local water throughout the country, the Scorzè Group achieves greater productive and logistics flexibility and the development of the zero-mile policy to become even more sustainable. So there are many fronts on which San Benedetto is active in order to achieve its commitment towards the environment and the community.

In addition to the steps already mentioned, we must also emphasize the introduction of new high efficiency engines and the optimisation of the air conditioning of the plants through the recovery of heat in the bottling areas, the automation of the air conditioning in the plants and offices, the energy optimisation of the bottling plants, the rationalisation of the costs in thermal energy production, the widespread installation of photovoltaic modules, the reduction of pressure in the compressed air distribution lines through a system of activation and modulation of the compressors in relation to the production needs.
On 18 January, Acqua Minerale San Benedetto S.p.A. and the Ministry of the Environment and Protection of the Land and the Sea signed their mutual commitment to work together for environmental sustainability. The new voluntary agreement signed at the headquarters of the Scorzè Group, with the Minister of the Environment, Gian Luca Galletti, and the Chairman of Acqua Minerale San Benedetto, Enrico Zoppas, in attendance, identifies a real path of “sustainable innovation” which allows the principles of sustainability to be the actual drivers of doing business.

“The only development model possible for businesses - emphasizes the Minister of the Environment, Gian Luca Galletti - today moves to full sustainability in productive processes. Italy and Europe are taking increasingly faster steps towards a circular economy, that of recycling and regeneration: all the more reason after the historic Paris agreement which redraws the world economy, the businesses which know before the others how to interpret this change will be competitive and winners on the market. The path of San Benedetto and Ministry of the Environment on the environmental footprint starts from afar and continues with this great objective: water as common asset and source of life which becomes the example of green innovation”. There are three fundamental points of the new agreement: define the contents to be presented to the European Commission which is preparing the guidelines for the Product Environmental Footprint of the bottled mineral water industry; prepare, based on the studies conducted by San Benedetto, the sustainability criteria that are benchmarks for the water industry and communicate them to the public also with a special label; promote the improvements of the environmental performance of mineral waters and soft drinks through the “National Programme for Environmental Footprint Evaluation”.

By the Picture: The Minister of Environment Gian Luca Galletti and the Chairman of Acqua Minerale San Benedetto Enrico Zoppas, Signing the Commitment.

San Benedetto further reduces energy consumption and CO2 emissions in the Scorzè plant thanks to a new trigeneration installation

Acqua Minerale San Benedetto has implemented in Scorzè, one of the largest non-alcoholic beverage plants in Europe, a “trigeneration” installation, capable of producing electricity, capable of producing electricity and thermal and cooling energy, fed by natural gas, at the same time. The system provides 100 GWh of electricity and 61 GWh of thermal energy, in the form of steam hot and refrigerated water. The new power production facility will reduce the plant’s annual energy costs up to 15% and reduce CO2 emissions by around 17,300 tons. The facility, which is scheduled to be inaugurated in June, is created by E.ON, one of the largest, wholly privately-owned energy groups in the world. Another step forward by the Veneto Group for environmental sustainability.
San Benedetto and the culture of innovation

THE TOTAL BEVERAGE COMPANY SATISFIES AS MARKET LEADER THE CONSTANTLY EVOLVING NEEDS OF THE CONSUMER AND THE TRADE

As an all-round, multi-specialist, multi-channel company, San Benedetto operates on all segments of the non-alcoholic beverages market, from mineral waters (San Benedetto, Primavera, Acqua di Nepi, Cubito Rionero Fonte Atella, Guizza and Fonte Vivia) and flavoured waters (Aquavitamin and San Benedetto Ice Formula Zero) to carbonated drinks (San Benedetto and Schweppes), tea (San Benedetto and Guizza) and camomile infusions (Baby Drink), sports drinks (Energade), tonic waters (Schweppes), still juice-based drinks (Oasis, Tropico, and San Benedetto Succoso) and aperitifs (Ben’s and Schweppes).

“In the story of San Benedetto there is always something modern. Something that involves a new way of doing business based on the breadth of the strategic visions, constantly searching for quality and elements of distinctiveness over the competition. It is innovation, in technology and service, product and process, thanks to which the Scorzè company has assumed a leading role not only because of the numbers, but also the ideas and their application which satisfy the new needs of the consumers and distribution”. At the end of the 1970s, San Benedetto introduced the “one way packaging” innovation moving away from “returnable glass” to “non-returnable glass” which allowed San Benedetto its first expansion nationally; in 1980, the PET bottle was born, the first company in Italy to use it for mineral water, revolutionising the market; in 1993 it built a completely aseptic bottling plant for the production of still soft drinks, increasingly guaranteeing the safety of its products; in 1998, the PET bottle was born, the first company in Italy to use it for mineral water, revolutionising the market; in 1993 it built a completely aseptic bottling plant for the production of still soft drinks, increasingly guaranteeing the safety of its products; and in 1998 it created the first totally aseptic, re closable “Pull & Push” cap in response to the requirements of an increasingly dynamic market where “on the go” consumption had become part of our everyday lives. All this innovative creativity comes from the research and development department within the Company, called the “workshop”. A structure dedicated to the creation of PET containers and caps (flat and push & pull) and capable of following the entire creation and bottling process, and which has registered patents that have placed the Group at the forefront also in PET reduction projects and the use of Reclaimed PET. San Benedetto has significant production capacity with six plants in Italy as well as two in Spain, one in Poland and one in Hungary. San Benedetto owns these plants; it also operates two plants as a joint venture, one in Mexico and one in the Dominican Republic. Globally, it employs 1,800 people. Its production capacity in Italy is more than 20 million units per day with 44 bottling lines. Its network of sales agents operates all over Italy, while a dedicated structure looks after foreign sales.

All this at the service of the consumer: bringing quality Italian soft drinks to people all over the world. The product ranges of San Benedetto cover all distribution channels, from classic channels - major retail chains, wholesale, normal trade, HoReCa - to niche channels such as vending machines. We have sold commercial ties with the leading retail chains, and our ability to control every stage of our production processes, capacity for innovation, reputation for product safety and hygiene, and a significant added value component make San Benedetto a reliable business partner.

“CASA SAN BENEDETTO”: MEETING THE MARKET DIRECTLY

“Casa San Benedetto” is the Temporary Store where you can get in touch with the Acqua Minerale San Benedetto world, by tasting and buying all the quality, safety, wellbeing and respect for the environment enclosed in its products. A welcoming and functional space that greets and captivates consumers through entertainment, experience and surprise. After the resounding success of the last four summers, this year “Casa San Benedetto” will be offered once again from June to September in the Milan railway station. This initiative confirms the Company's multi-channel mission and sets as its objective to ensure
UNA BIBITA ANALCOLICA
CON VITAMINE IN ACQUA MINERALE
IN 4 VARIANTI AL GUSTO FRUTTA.

NUOVA BOTTIGLIA SLIM 0,4 L
DAI COLORE AL TUO BENESSERE

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www.sanbenedetto.it
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a direct approach to the market which makes it possible to give the consumer an idea about “Casa San Benedetto" the quality, accessibility and sustainability of which are conveyed through a wide and varied product portfolio, as true Italian Total Beverage Company.

FOODSERVICE
The foodservice sector is an extremely important channel for our company. Acqua Minerale San Benedetto produces a full and varied range of products for this sector, in highly innovative glass formats and which includes the new Millennium - Antica Fonte della Salute line (in the 0.65L format) and Prestige Rose Edition in the 0.25L, 0.50L, 0.75L and 1L formats. This bottle is the perfect interpretation of all the excellent San Benedetto products: freshness and purity, lightness and refinement for a line with great panache dedicated to the caterer who wants to give a touch of class to his table and to the consumer who appreciates elegance, style and the beautiful taste of Italy. The fine transparency of the glass and the essential, slender design of the bottle, highlight the uniqueness of the label with the characteristic "window with view" embellished with the particular touch of the rose with deep tones for a real explosion of colours: reddish purple for still water, blue for the sparkling water and green for the slightly sparkling water. The choice of the rose is not random: it is the most evocative flower that always seems to narrate passions and emotions and, in the "Rose Edition", becomes the symbol for talking about the exclusivity of a line with a unique style. Guaranteed, at the bottom, the tricolour symbol of Italy and ensuring the “Made in Italy” quality and aesthetic sensitivity under the San Benedetto banner.

Starting in April, the Prestige line was also produced in Atella (PZ) with Fonte Rondinella. Alongside the glass products is the line of San Benedetto bottles of mineral water dedicated to the Horeca universe that combines the practicability of PET with a unique, refined design.

VENDING MACHINES
San Benedetto occupies a position of outright leadership in automatic vending. The reason: an exceptionally wide and diversified range of products and formats for the vending machines sector that cover every variety of soft drink and are enriched with new, highly innovative products every year.

INNOVATION AND DISTRIBUTION

#31
The San Benedetto Group, with consolidated sales of Euro 730 million in 2015 and a volume share of 13.1% (+0.8 vs. 2014) is the Company with the best performance on the non-alcoholic beverage market consolidating its position as the biggest Italian-owned company and second overall Group in Italy.

This result has been obtained via a corporate strategy which re-focuses San Benedetto as a “Total Beverage Company”, operating in every segment of the non-alcoholic beverages market.

In Italy, where mineral water consumption is among the highest in the world at nearly 190 litres per capita, 55% of the company’s sales come from beverages with high added value. The intensive effort in innovation and differentiation carried out by the Company has allowed it to offer a range of specific brands and formats through which it covers every segment of the market in which it is the leader, thereby meeting the continually evolving needs of the consumer both in terms of product and format.

In the world of mineral waters, the San Benedetto Group is an even greater star of the market with a 12.9% market share by volume and the best performance in the category (+0.7% vs 2014).

In the tea market, increasingly competitive and saturated, the San Benedetto Group in 2015 also recorded the best performance consolidating its leadership in the category with a 30.2% share by volume (+2.6%). The San Benedetto brand is the leading brand on the market, with a share of 29.1% (+2.8%). A result achieved thanks to the wide range of product references, all of great importance to the consumer, and the strong focus on innovation in both product and service. Leadership in the category by San Benedetto is also confirmed in the various segments: green 55.8% (+7.9%), decaffeinated 53.7% (+2.1%) and sugar-free 46.9% (+6.5%). In the regular segment, the 1.5 l size of Thè San Benedetto is the market benchmark with a market share of 15.9% (+1%).

Relative to the category of Carbonated Beverages, the San Benedetto Group has consolidated its leadership position in the “no colas” segment with a share of 31.1%, in increase of 1.6 points, and positive contributions from all the brands which we offer to the market: San Benedetto 17.2% (+0.8%), Schweppes 7.9% (+1%) and Duzza 5.9% (stable compared to the preceding year). This was enabled by a strategic management of the category, the presence within all the price brackets and a strong innovative momentum: San Benedetto is the leader in the Brand area [with excellent performance by B- bite San Benedetto Zero and the Prima Spremitura line], Schweppes in the Premium segment [strong expansion of the fruit-base offering, in addition to tonic] and Duzza in the Convenience segment.

As regards the market of juices, Oasis has consolidated its position as brand leader in the segment of low fruit content beverages while, in beverages with a high percentage of fruit content, San Benedetto Succoso has achieved very interesting results with total suppliers increasing significantly (+58%) and a sell-in which achieved 9.6 million pieces (11.6%).

Lastly, Energade, once again is the market leader in the sports drink segment.

Sources: IRI Census, Del’Inter, GfK and Canadean.
The San Benedetto group is commercially active in more than 100 countries on all five continents.

Water accounts for most of San Benedetto’s exports, followed by tea. Export, managed directly by the Veneto Company, is worth in 2015 Euro 43.8 million in sales (+ 2 million compared to 2014).

Outside of western Europe (Austria, Germany, Switzerland, France and the UK) and eastern Europe (Hungary, Czech Republic, Bulgaria and Romania), San Benedetto’s principal markets are the USA, Canada, Russia, Japan, Australia, Israel and southeast Asia (Singapore, Malaysia and Thailand). San Benedetto’s international operations require it to work in a wide variety of market scenarios, exporting Italian know-how wherever the market is receptive and consumer demand is high, providing the right response to the requirements of its target markets, and strengthening its already-consolidated ties with the leading retail chains in industrialized countries all over the world.

San Benedetto owns and operates two plants in Spain (Agua Mineral San Benedetto S.A. for the production of mineral water and soft drinks and Parque La Presa S.A. for the production, distribution and marketing of mineral water), one in Poland (Polska Woda S.p.z.o.o. for the production, distribution and marketing of mineral water and beverages) and one in Hungary (Magyarviz Kft for the production, distribution and marketing of mineral water).

San Benedetto holds a 49% stake in Santa Clara C.p.A. for the production, distribution and marketing of mineral water; and in Mexico, it is a partner in IEBM S.A. de C.V (Industria Embotelladora de Bebidas Mexicanas), which produces mineral water and beverages in a joint venture with the Doctor Pepper Snapple Group.

An italian product

DRINKING ITALIAN: QUALITY, STYLE AND FLAIR AROUND THE WORLD

San Benedetto

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FOREIGN SALES PRESENCE OF SAN BENEDETTO GROUP

COUNTRIES WHERE THE SAN BENEDETTO GROUP IS COMMERCIALLY ACTIVE

EURO IN SALES, THE VALUE OF EXPORTS

PLANTS AROUND THE WORLD, OF WHICH 6 ARE IN ITALY

EMPLOYEES AROUND THE WORLD

BOTTLES PER DAY PRODUCED BY THE SAN BENEDETTO GROUP IN ITALY

100 COUNTRIES WHERE THE SAN BENEDETTO GROUP IS COMMERCIALLY ACTIVE

43.8 mln EUROS IN SALES, THE VALUE OF EXPORTS

11 PLANTS AROUND THE WORLD, OF WHICH 6 ARE IN ITALY

1800 EMPLOYEES AROUND THE WORLD

20.2 mln BOTTLES PER DAY PRODUCED BY THE SAN BENEDETTO GROUP IN ITALY
A complete, diverse and innovative range

WITH TEN BRANDS AND MANY PRODUCT REFERENCES, SAN BENEDETTO OFFERS A FULL RANGE OF QUALITY, ITALIAN-PRODUCED SOFT DRINKS

Through the “San Benedetto Network”, the Company brings the same commitment of sustainability and quality to the country, selecting sources for the purity of their water and their geographic location with the objective of enhancing the areas, reducing the environmental impact being increasingly closer to its consumers with many formats designed for their needs. All with the “San Benedetto” guarantee!

The Acqua Minerale San Benedetto Fonte Benedicta is water with trace minerals that originates in the glaciers of the Dolomites and slowly crosses the region, taking hundreds of years to descend the deep layers of the earth to then rise again to the surface near the Parco del Sile at Scorzè. Its balanced composition of minerals and micro-elements makes it especially suitable for daily consumption by all the family. As it assists digestion and is a diuretic, it’s indicated for low-sodium diets and can be used in preparing baby foods. Available in three versions - Still, Sparkling and Slightly Sparkling, San Benedetto Fonte Benedicta Mineral Water is sold in two types of bottle (glass and PET) and a range of formats for convenience of consumption: family size (2l and 1.5l), practical and functional formats such as 500ml and 1l Easy (a slim-line, supercompact format), Libera (a squeezable bottle that’s ideal for drinking on the move), 0.75l Elegance Pet bottle, and a number of formats specially designed for younger consumers, such as Baby Bottle. Other formats are specially designed for different distribution channels, like our new Prestige Rose Edition range of glass bottles for the restaurant sector and Elite Edition, a PET range for the HoReCa segment.

It is the mineral water that rises in the heart of the Pollino National Park in Basilicata. A light, balanced water with trace minerals (fixed residue of 208 mg/l), particularly recommended for diets low in sodium (3.3 mg/l). What distinguishes this product is its purity, a gift that arrives from an uncontaminated land like that of the Pollino National Park, in which the precious spring is located, in the municipality of Viggianello (PZ) at 430 meters above sea level.
The Acqua Oligominerale Fonte Primavera rises in the heart of the Abruzzo in the splendid landscapes of the Majella, Gran Sasso and Sirente parks. It is a natural mineral water with trace minerals, microbiologically pure which may have a diuretic effect and is recommended for diets low in sodium.

The Acqua Minerale Fonte Rondinella springs up in the heart of Vulturno, where the mountain with the same name serves as background to unique glimpses characterised by a thick, luxuriant vegetation of chestnuts, olive trees and orchards. A microbiologically pure mineral water. Thanks to its natural composition, the Acqua Minerale Naturale del Vulture may have diuretic effects.

The Acqua Oligominerale Primavera delle Alpi gushes pure from the aquifers of the Biellese Alps, at the summit of the splendid Morainic Amphitheatre of Ivrea, whose glacial origin goes back to the ancient Balteo Glacier of the Valle d’Aosta. It is a light water with a fixed residue of 154 mg/l.

The “Antica Fonte della Salute” springs from an age-old aquifer which has remained untouched until the present day. The aquifer is 236 meters deep and yields such pure water that it contains almost no nitrates. This new mineral water comes about with the objective of offering a high-quality product, presented in a new, prestigious 0.65L glass bottle, that is elegant and has a modern design developed for the world of high-end catering.

It is the minimally mineralised water originating from the mountain that gushes clear and uncontaminated from the rocks of the Biellese Alps. A light, pure water with a fixed residue of 22.6 mg/l, which makes it particularly recommended for diets low in sodium. Available in the Natural (Still) and Frizzante (Sparkling) flavours, “Pura di Roccia” is enhanced by innovative and captivating packaging. The exclusive "slim" 1.25L bottle accentuates verticality recapturing the alpine peaks while the clear design and transparent, predominantly white label pay homage to the purity of the source.

Cutolo Rionero Fonte Atella Water is available in the new 1.5L and 0.5L PET formats, and soon also in 0.75L and 1L glass bottles, and the practical and exclusive PET 1L format.
A brand developed by San Benedetto for the convenience segment. Sold under the slogan “positively essential”. The Guzza brand is present in various segments: mineral waters (still, sparkling and slightly sparkling), teas (lemon and peach), fruit juices and fizzy drinks (in low-sugar and zero-sugar versions) in a wide range of flavours.

The Fonte Viva natural sparkling mineral water begins in the heart of the large catchment basin of volcanic origin of the Vicani mountains, on the Via Amerina, a few dozen kilometers from Rome. It is by following its natural course that the water, through the layers of volcanic rock, is enriched with mineral salts and natural effervescence. Fonte Viva, name that expresses vitality and joy, is the water for those who do not want to give up healthy and natural effervescence every day for the entire family.

San Benedetto is present on the flavoured waters market with Ice Formula Zero, a refreshing citrus drink based on still mineral water. With no added colouring or preservatives and totally sugar-free. Available in two flavours, Lime and Orange & Mandarin, Ice Formula Zero is a light and refreshing non-carbonated drink.

Aquatamin is an innovative non-alcoholic vitamin-enriched drink that’s both healthy and refreshing. Aquavitamin is directed at active, health-conscious people with dynamic lifestyles. Aquavitamin is available in four fresh, thirst-quenching flavours, each with its own beneficial properties: BEAUThou (red fruit flavour, with hydrating, tonic properties); GENVouS (kiwi/apple/pomegranate flavour, for vitality and energy); FEELGOOD (lemon flavour, for keeping the body’s natural defences in shape); and READYtoGO (orange flavour, for recharging energy). For 2016, Aquavitamin is offered in the new 0.40L “slim” bottle.

www.aquavitamin.it
The San Benedetto range of tea is the number one tea in Italy*, with a wide range of flavours that’s sure to satisfy every palate: Classico (peach and lemon flavour, traditionally the most popular with consumers); ZERO zucchero (Sugar free) (peach and lemon), ideal for figure-conscious consumers who enjoy a refreshing chilled tea with very low calorie content; Verde con aloe vera, the green tea synonymous with refinement and well-being that combines the peculiar regenerating sensation of aloe vera with the unique quenching pleasure of a product in pure San Benedetto mineral water; and Deteinato (Decaffeinated) (Peach and Lemon flavours), designed for young people without caffeine and enriched with fructose. Thè San Benedetto is marketed in many formats in order to cover every consumer need including T-Surf, a 20cl pack unique in its genre, available in Lemon and Peach, with a convenient handle that makes it practical and manageable, perfect for always keeping nearby a refreshing, thirst-quenching tea to sip in an unusual and amusing way throughout the day. For 2016, San Benedetto is introducing Thè Bio, available in Peach and Lemon, made with organic or natural ingredients, in a very new 0.40L format. (* Source: Canadean Italia 2014)

SAN BENEDETTO BABY DRINK

A non-carbonated drink based on San Benedetto mineral water and camomile. Fruit-flavoured, with no added colourings or preservatives. Specially designed for very young consumers, but equally popular with mothers! Sold in a 0.25l format and available in three flavours: strawberry, clementine and banana.

SAN BENEDETTO BABY BIO

It is the new drink made of organic ingredients, 30% fruit pulp and chamomile. Available in the 0.25L Pull &Push format, ideal for children, in three flavours: Apple, Pear and Peach.

SAN BENEDETTO SUCCOSO

It is the beverage made of real fruit juice, with fructose, without preservatives and artificial colouring, ideal for starting your meal with a boost or for a natural, tasty break any time of the day. San Benedetto Succoso comes in a practical 0.25l format with six thirst-bursting flavours (ACE, Orange Blood Orange, Pear Apple Lemon, Pineapple, Apricot Peach Apple Lemon, Peach Lemon) and a 1.5-litre ‘family’ format in 3 flavours (ACE, Orange Blood Orange and Pineapple Fusion). The new San Benedetto Succoso ZERO joins the classic line. It has all the flavour of fruit without added sugar and is created for those consumers who are paying increasing attention to “healthy” products. The new line of San Benedetto juices is available in the 0.40L format in four flavours Orange-Carrot-Lemon, Fruit Mix, Orange-Blood Orange and the original Red Fruits.
San Benedetto’s range of fizzy drinks is the most comprehensive on the market. With classics like Orange, Grapefruit, Lemon and Ginger and flavours with special appeal for the Italian palate such as Chinotto, Cassis and Spuma, San Benedetto fizzy drinks are available in many different formats suited to every consumption scenario and every distribution channel. San Benedetto soft drinks have a very colourful, modern graphic design so they can reach more consumers.

Our San Benedetto Zero beverage range is ideal for figure-conscious consumers who also enjoy the pleasure of a good carbonated drink: all the flavour of San Benedetto with zero added sugars. This line is available in the 0.75L PET (in the Orange, Lemonade, Lemon, Grapefruit, Ginger and Chinotto flavours) and 0.33L Vending (in the Lemon and Orange flavours) formats. In 2016, San Benedetto Zero soft drinks are restyling their look with a new modern, fresh graphic design, even more suited for a young target constantly on the move.

With Prima Spremitura San Benedetto rediscovers the truest values of tradition. Prima Spremitura is the innovative range of fizzy drinks that contains selected Italian citrus fruits only for a 100% enjoyable experience. A tasty new line of freshly pressed juice available in different flavours such as Clementine and Lemon. Myrtle leaf orange is the third flavour in the range, carefully prepared with an infusion of this fruit. The design of the bottles completes the exclusivity of the “Prima Spremitura” line: with their sinuous and catchy shape, they are available in the refined 0.75L PET bottle for “on the go” consumption, in the practical, sleek 0.33L can and in the 0.25L and 1L glass formats for take away.

Ben’s is San Benedetto’s aperitif range, available in three flavours: Ginger, White Bitters and Red Bitters. Ben’s has a youthful, distinctive image in line with its product type and target consumer group. Available in 6-bottle clusters with a fresh, modern graphic design, Ben’s comes in curvaceous “nude look” glass bottles with embossed logos that perfectly reflect the identity of a “trend” drink.
Oasis is a still, preservative-free mineral water drink flavoured with real fresh fruit, Oasis is the ideal product for refreshment and natural energy. With a wide range of flavours (Pineapple, Blood Orange, Orange, Tropical, Orange and Carrot and Multifruit Vitalise), Oasis has something for everyone.

Acqua Minerale San Benedetto produces and distributes Schweppes tonic water in Italy, under licence to Schweppes Int. Limited, the historic international brand and undisputed leader in the tonic water segment. In addition to the tonic, Schweppes is distinguished for varied offer both in terms of formats and flavours (Lemon, Orange, Citrus, Pink Grapefruit, Citron, Soda, Ginger Ale and Apricot). Schweppes also works at sugar free consumption by offering the Schweppes Zero (in Tonic, Lemon and Citrus Fruit flavours in the 0.6L format, which are added to Tonica Zero (Sugar-free Tonic) in the 1L format. A line that combines the famous Schweppes quality with focus on the emerging segment! In addition, the Queen of Bubbles confirms its leadership by offering a Premium Mixer line in the 0.20L glass “Heritage” format, dedicated to the Super Ho.Re.Ca. channel available in 4 flavours: the classic Tonic and three new formulas, Pink Pepper, Ginger-Cardamom, Orange Blossoms-Lavender. This year’s innovations are Schweppes Bitter Lemon and Schweppes Ginger Beer.

A balanced mix of mineral salts in a tasty and refreshing non-carbonated drink. En ergade replenishes mineral salts and delivers carbohydrates to active consumers who practise sports or physical exertion. A leading brand in the sports drinks segment, En ergade is available in 3 flavours - Lemon, Orange and Blood Orange - and in a range of formats which make it ideal for drinking at different times and places.

A thirst-quenching non-carbonated fruit drink, available in Orange, Green Apple, Tropical, Blood Orange and Pineapple flavours.
The family has always been one of San Benedetto’s principal consumer groups. And it’s present on this market with a range of innovative products specially directed at younger consumers in terms not only of product but also image. Our “San Benedetto Baby” range features products and formats specially designed for kids but much appreciated by parents too. Baby Bottle, the water bottled in a protected environment, authentic added value which translates into total protection; the Decaffeinated Tea for children always on the move with its new recipe with brown sugar and fructose, without caffeine, gluten, preservatives and colouring; Baby Drink, the still chamomile soft drink also without gluten, colouring and preservatives and the new Baby Bio, the beverage with organic ingredients and 30% fruit pulp and chamomile.

The products of the San Benedetto Baby line have naturalness, the uniqueness of the mineral water and a practical format made especially for the needs of the children in common. The packaging of products is designed to communicate with the consumer in a credible fashion that’s coherent with the San Benedetto image, and to convey a sense of reassurance and peace of mind. Small, 0.25-litre bottles are a strong, eye-catching format for children, and their contents are not only healthy but fun to drink. The Pull & Push cap, for example, is both functional and fun. Product portability and a label design that’s rich and colourful add to the pleasure of drinking a tasty and healthy beverage at any time of the day.

www.sanbenedettokids.it

PRODUCTS AND FORMATS DESIGNED FOR KIDS - BUT POPULAR WITH PARENTS TOO

Targeting consumers from an early age
San Benedetto and the art of communication
AN EVERYDAY RAPPORT WITH THE PUBLIC THAT BUILDS THE BRAND GOOD REPUTATION AND THE IMAGE OF SAN BENEDETTO

“On 10 April, when the Acqua Minerale San Benedetto company began, the spring of 1956 had just started. It was a good day to start the business, in light of the development with the founding values of the San Benedetto brand and the subjects that over the years would become the pillars of the brand’s identity and the corporate image. First of all the name, linked to the patron saint of Scorzè who we celebrate the first day of spring; then the icon of the swallow, bearer of good weather; lastly the water, as symbol of life and nature. Three key elements which constitute the essence of the institutional communication of San Benedetto”.

This system of values is now rooted in the consumers, thanks to the communication campaigns that the company created and promoted. San Benedetto’s sixty years were therefore also sixty years of communication: an exciting voyage that followed the growth of the company, always giving it an authoritative image and distinctive personality.

“In distant 1956, the path of the San Benedetto Group still had to be built. But the first step had already been taken: the name had been chosen. There are many saints in the world of mineral waters but the name San Benedetto made it possible to link the company trademark to the concepts of spring and rebirth, establishing a type of authorship on very important values and close to the consumers”.

The first label had a very clean and balanced graphic design, with the wording San Benedetto in the center, with the wording “acqua minerale” (mineral water) above. Three years later a second label appeared with two graphic design elements of extreme communicative significance: the spring and the plant. The graphic design spurt of water was developed afterwards and would become the permanent sign of the San Benedetto products. In 1969, the San Benedetto symbol was also redesigned. The water spring lost its figurative lines and became a pure graphic design. The symbol had such visual strength that it...
immediately became the star of the labels and then also of some advertising campaigns such as that of 1970 with Sylva Koscina giving the testimonial.

In the Nineties, the swallow started to fly on the San Benedetto communication. The path ends which led to the complete definition of the group’s image, to its trademark identity and to its personality in the hearts and minds of the consumers. The name, the spring, the swallow and the announcement of spring. In the background the land, nature and the values of transparency, purity, integrity. The symbol of the swallow appeared for the first time on the labels in 1992 and was then always used as the distinctive mark of the communications together with the brand. The swallow and the concept of spring were very popular with San Benedetto and during the Nineties they defined the architecture of all the brand communication. Now all the elements are there and must be transferred to the public with the maximum efficiency. Television, at the end of the 20th century, became the means of mass communication par excellence. Among the most popular broadcasts was the Italian Song Festival, Sanremo and San Benedetto decided to link itself with the event in 1993 by participating in a sponsorship assigned to presenter Pippo Baudo. The Sanremo - San Benedetto combination was repeated in 2008. But there were other television programs which made the San Benedetto brand extremely popular. For example “Il Meteo”: for many seasons San Benedetto was the voice of weather forecasts; or “Chi vuol essere milionario” (“Who wants to be a Millionaire”), Sylva Koscina giving the testimonial.

Today, the objective of San Benedetto’s communication is to consolidate its image as a market leader through the principles that best represent the Company. San Benedetto communicates new ways of drinking based not only on the product but also on our attitudes as a company. Constant investment and articulated timelines allow the simultaneous use of different media: from sponsorship agreements and classical advertising campaigns with TV and press spots and TV product promotions, to more innovative forms of advertising such as internet and social networks, product placement and branded entertainment.

Acqua Minerale San Benedetto strengthens its role as market leader, with the campaign “When you think of water, you think of San Benedetto”. Five 10” episodes to talk about the distinctive characteristics and multifaceted aspect of a mineral water, the only one capable of truly satisfying all the needs of the consumers. Stars of the new spots are the people, each with their own desires and needs, for which San Benedetto represents the solution. The competitive strength of Acqua Minerale San Benedetto rests not only in the precious, balanced composition of minerals and trace elements which characterise it but also the distinctiveness of the trademark and the multiple facets of a brand capable of expressing itself in different dimensions of value: from product performance to accessibility of formats, from commitment to the environment to attention on children (thanks also to the water certification recommended for the preparation of nursing baby food), to elegance for foodservice.

Acqua Minerale San Benedetto is reconfirmed as the Official Partner of MasterChef Italia, the most famous culinary talent show in the world, now in its fifth year. The uniqueness of the trace minerals, the pure, balanced and 100% Italian water has accompanied the MasterChef candidates, judged by Bruno Barbieri, Joe Bastianich, Antonino Cannavacciuolo and Carlo Cracco, with San Benedetto Prestige Rose Edition, the exclusive and refined glass line which has become the crown jewel of high cuisine. A partnership which once again confirms the central role of the high-end catering segment in the San Benedetto product line.

Competitions are among the many initiatives organized by San Benedetto to get closer to its consumers. Every year our consumer promotions department awards prizes to those who have recognized the quality, natural goodness and innovation contained in San Benedetto products. In 2016 the two competions “Vinci, Rivinci e Stravinci” and “Alauna Aloe” dedicated respectively to the Mineral Water and Green Tea categories will contribute many breathtaking prizes.
Evolution of San Benedetto logo
In the last few years, San Benedetto has become established on the web with a strong, integrated digital presence, which encompasses several communication channels, each of which uses innovative strategies. Among the main objectives of the San Benedetto digital strategy: strengthen the values of the brand; improve brand loyalty in the relationship with the consumer; consolidate brand awareness thanks to network sharing; and, last but not least, provide information on all the activities of the Group and on the characteristics of its products.
www.sanbenedetto.it is the Venetian company’s website, created in order to be able to guarantee an efficient response to the need to communicate its role as leader to all targets. From the homepage, it is possible to discover all the information on the company, on its commitment towards the environment, sports, children and the land, and learn about all the San Benedetto products, the events and its promotions. From the company site, it is also possible to access the mini-site “Resources for Life” which introduces all the “sustainable” activities of Corporate Social Responsibility: an area that is very important for the Company, where its environmental position is explained.

Along with the company website are the sites dedicated to the tea and Aquavitamin, Schweppes and Energade categories:

www.thesanbenedetto.it is a dynamic site with a wealth of content dedicated exclusively to tea. A real virtual world, clear and detailed, which allows all consumers to take an exciting voyage of discovery of the values expressed by the brand and the range of the most complete offer of prepared teas. The site offers, furthermore, ad hoc sections dedicated to the recipes studied to blend the flavours of the Italian tradition with Thè San Benedetto: from the most elaborate dishes to the simplest.

www.aquavitamin.it is the site which makes it possible to obtain all the information on the innovative San Benedetto beverage. A completely redesigned portal, with responsive web graphics and even more interactive contents. In the various sections, all the information can be found on the characteristics of the product, the recommendations of the nutritionist on the importance of taking vitamins every day, where Aquavitamin can be found and much more information.

www.schweppes EURO.COM: the site of the historic international brand, full of information and anecdotes on the queen of bubbles and its entire range of products.

WWW.THESANBENEDETTO.IT
WWW.AQUAVITAMIN.IT
WWW.SCHWEPPESEURO.COM
WWW.ENERGADE.EU

www.energade.eu is the site dedicated to the benchmark brand in the sports drink sector.

## SOCIAL MEDIA

Social media are for San Benedetto an important opportunity in its daily relations with the public and represent a great source of information and rapport, to and from the Company. In addition to Facebook, the Instagram and Youtube channels are also active. A knowledgeable and strategic use of these instruments has made it possible to achieve excellent results in terms of engagement. The future vision is to continue in this direction by expanding the digital experience towards a multi-brand approach to social media.
For a company like San Benedetto there have always been strong image reasons tied to the coherence between the values of sports and those of the brand. Since its founding, the Company has always been close to cycling, sponsoring with its own colours the Scorzè team, active since the beginning of the century. And at the end of the Nineties, San Benedetto was also a sponsor f the World Championships of Treviso and Verona, while in 2001 it followed the same prestigious competition in Portugal, in Lisbon. In the Eighties, it became interested in basketball connecting its brand with the Gorizia and Turin teams. Then speedboat racing and motorcycling followed. But the most important chapter was written with Tennis and the Italian International Championship in Rome in 1996. In the following years, the ATP tournament of Montecarlo and the Davis Cup and Federation Cup circuits followed the Italian Championships with the Italian teams in attendance.

It is worth remembering the connection between San Benedetto and horseback riding, during the famous competition of Piazza di Siena in Rome and with the main Italian marathons.

Through sports, San Benedetto delivers and supports a healthy lifestyle culture, founded on those values at the basis of every sports discipline in which the Company is mirrored: the wellbeing and health of each of us. Every day all over the world, millions of people take part in sports. At San Benedetto we see ourselves as their partner and trusted companion, sharing their values and offering high-quality products designed for people who love exercise.

Our bond with sports is reinforced today by the presence of San Benedetto at Italy’s leading sports events, which for us are a valuable opportunity to get in touch with our consumers.

The Company is the sponsor of the principal Italian marathons, such as the Venice Marathon, the Marathon of Rome, the Milan City Marathon and the marathons of Florence, Carpi and Treviso. But there’s much more to sport than running. San Benedetto is official partner of two basketball teams, Virtus Pallacanestro Bologna and Reyer Basket Venezia Mestre.

PROMOTING AND PROJECTING THE BENEFITS OF A HEALTHY LIFESTYLE FOR THE WELLBEING OF ALL OF US

Shared values
FROM ABOVE: TREVISO MARATHON, ROMA MARATHON AND THE VIRTUS BOLOGNA
ON THE OPPOSITE PAGE, FROM ABOVE: LA CORSA DEI SANTI, VENICE MARATHON AND THE REYER BASKET VENEZA MESTRE
Enrico Zoppas
Chairman and CEO of Acqua Minerale San Benedetto S.p.A.

At the helm of the company since 1971.
His Chairmanship is remarkable for the effective entrepreneurial action and for the passion demonstrated in projecting Acqua Minerale San Benedetto Spa to positions of leadership and becoming the real ‘Italian Total Beverage Company’ in the soft drink beverage segment and establishing the conditions for rapid international development. It is not only a strong intuitive and entrepreneurial spirit that distinguishes Enrico Zoppas. Always oriented towards innovation as guide-criterion for full consumer satisfaction, his Company has become an organisational model based on the concept of total awareness: in production, in its respect for the environment, resources, profit that generates widespread wellbeing for the community and the land. Under his Leadership, in fact, the following were introduced: PET in Italy, Aseptic Technology, the Code of Ethics, Safety, Quality and Health Management of Individuals and, in 2009, first and only example in Italy, the signing of the Voluntary Agreement with the Ministry of the Environment for the calculation of the Carbon Footprint and the definition of a work program aimed at reducing and subsequently neutralising CO2 emissions. For the work and commitment towards economic progress, Enrico Zoppas was named Chevalier of the Republic in 1982, Commendatore in 1987 and Grand Officer in 1995. Since 1990 he has been Honorary Consul of the Republic of Hungary in Venice and, in 1997, the President of the Hungarian Republic awarded him the Order of Merit with the Cross of the Republic of Hungary. Since 2001 he has been Honorary Consul General of Hungary. Father of Alessia and Annachiara, Enrico Zoppas lives in Conegliano.

Frédéric Barut
Board Director and Managing Director

He earned an engineering degree in Paris, then a Master’s Degree in Business Administration and immediately started his career in a large company as Production Manager, to then move on to directing the Group’s Supply Chain and subsequently Operations. In 1998 he landed in the beverage sector in Schweppes France as Director of Logistics, and then handled the reorganisation of the division in Cadbury Schweppes European Beverages. He was then named General Manager at Schweppes Belgium and since 2004 held the same position in L’Europeenne d’Embouteillage, the joint venture between Schweppes and San Benedetto. At the time the joint venture was sold to the Suntory Group, Barut became part of the San Benedetto Group as General Manager of the Spanish affiliate in Requena, where he remained until August 2015, when he was called to Scorzè as Board Director and Managing Director. Frédéric Barut was born in Saint-Mandé in France in 1960.
San Benedetto, fact by fact

Company name: Acqua Minerale San Benedetto S.p.A.
Share capital: 2,715,960 euros fully paid up
Parent company: Zoppas Finanziaria S.p.A.
Head office: Scorzè (Venice)
Senior Management: Enrico Zoppas – Chairman and CEO - Frédéric Barut, Board Director and Managing Director

2015 Consolidated Sales of the Group: 730 million euros
2015 Volumes: 20.2 million bottles per day in Italy
Employees: 1,800

Besides the brands it owns in the soft drinks and mineral waters market, San Benedetto also produces and distributes the Schweppes brand under licence to Schweppes Int. Limited. The company also directly produces PET bottles.

Production plants in Italy: Scorzè (Venezia) – Popoli (Pescara) – Donato (Biella) – Nepi [Niterbe] – Viggianello (Potenza) – Atella (Potenza)
Production plants abroad: Spain (2) – Poland (1) – Hungary (1) – Mexico (joint venture with Doctor Pepper Snapple Group) – Dominican Republic (partnership with Compagnie Financière de St. Pierre)
Foreign sales presence: over 100 countries

Brands and products on the market:
- Acqua Minerale San Benedetto Fonte Benedicta
- Acqua Minerale San Benedetto dal Parco del Pollino
- Acqua Minerale San Benedetto dal Parco della Majella
- Acqua Minerale San Benedetto dal Vulture
- Acqua Minerale San Benedetto dalle Alpi Biellesi

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Un futuro nato da una grande storia.

60 anni di San Benedetto. 60 anni di noi.

RISORSE PER LA VITA DAL 1956

SAN BENEDETTO
Risorse per la Vita