



Milan, April 2024

S.BERNARDO OFFICIAL MINERAL WATER OF SALONE DEL MOBILE.MILANO

**New cans dedicated to the Salone, a special dessert created by star chef Davide Caranchini
with S.Bernardo mineral water and a booth leading by the hand to the goal of zero impact**

S.Bernardo brings its sustainable lightness to the 62nd edition of the Salone del Mobile.Milano scheduled from April 16 to 21 at Fiera Milano Rho. The minimally mineralized water is official partner of the essential design event. S.Bernardo will be present with its iconic "Gocce" bottle, designed by the celebrated Giorgetto Giugiaro, and with its further iterations, such as Ely, the helical bottle made of 100% recycled and recyclable RPET, inspired by the tortile column. But that's not all. This year, a customized can was created and dedicated to the Salone del Mobile, a tribute with an infinitely recycled soul.

The partnership, which kicked off in 2019, saw S.Bernardo and the Salone del Mobile create unique projects together. In this edition, at the booth of the Italian minimally mineralized water, in the central area of pavilions 22/24, it will also be possible to taste all the brand's new products, in cold and hot versions, but also to taste a special dessert created ad hoc by star chef Davide Caranchini with S.Bernardo water. Here, its Salone visitors will discover the journey the minimally mineralized water is on to achieve full environmental neutrality, which will lead it to be zero impact by 2026, the year of its first centennial.

Looking forward to crossing this milestone, S.Bernardo also at the Furniture Show continues its commitment to becoming CO2 zero impact by 2026. The company has already been implementing concrete strategies to reduce its impact for years, resorting to clean energy from a wind farm that powers more than half of the Garesio plant's operations. The company powers its plant with green wind energy, promotes and uses environmentally friendly packaging. It also implements with Slow Food and Terra Madre the protection of permanent meadows; the redevelopment of forested areas and the creation of city forests. And so it is that S.Bernardo brings to the Salone del Mobile.Milano "the sustainable lightness of water," a message that recalls both the main characteristic of water - its lightness - and its commitment to sustainability.

S.BERNARDO

S.Bernardo represents the perfect union of quality, tradition and elegance. Its source originates in the Maritime Alps, at an elevation of 1,300 m, in a healthy and unspoiled 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 a style icon today. Distributed in retail, ho.re.ca and door-to-door channels, it is available in a full range of glass and pet formats. 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 that have been leading players in the mineral water and beverage sector for generations. In recent years the Group has made important moves in the domestic market, with the acquisition in 2011 of Fonte Ilaria of Lucca and in 2012 of Fonti Di Posina of Vicenza. Having become a leading producer of carbonated and aseptic beverages specializing in private label, it is active in distribution in all modern channels. Today it produces 850 million bottles, 200 million in sales, 4 plants and 350 employees.

