

ACQUA S.BERNARDO, A SUCCESS MADE IN ITALY. FLEXIBLE AND INNOVATIVE STRATEGIES IN THE BEVERAGE FIELD

Double-digit growth, national coverage and new markets open in Europe and the world.

This is the great result of Acqua S. Bernardo, a historic company among mineral waters, led since 2015 by the general manager Antonio Biella, born in 1978, who with his team brought the historic Piedmontese brand to Italian and cosmopolitan tables

S.BERNARDO

S.Bernardo represents the perfect union of quality, tradition and elegance. Its springs originate in the Maritime Alps, at a height of 1,300 m, in a healthy and uncontaminated environment. Known since 1926 for its lightness and excellent organoleptic characteristics, since the nineties it has also been an expression of Italian design, thanks to its unmistakable "Gocce" bottle, designed by Giorgetto Giugiaro. Still today a style icon. Distributed in the retail, ho.re.ca and door to door channels, it is available in a complete range of glass and pet formats.

From May 2015 it became part of the Montecristo Group. S.Bernardo: a long Italian tradition of quality and style.

DESIGN

"The shape of our bottles, the "Gocce" (Drops) by Giugiaro is unmistakable and never leaves customers indifferent. Even abroad it is usually love at first sight. The Made in Italy quality and design are immediately recognized" commented the general manager Biella.

The quality of the "Gocce" bottle design created specifically by Giorgetto Giugiaro goes well with the quality of Acqua S.Bernardo which stands out for its lightness, neutral PH and low presence of nitrates and nitrites. Elements, these, that are fundamental allies of the chefs, in the preparation of their best dishes

STRATEGIA

The strategy implemented by Acqua S. Bernardo is flexible and innovative. On the one hand, the soul and the role of the brand are safeguarded, with positioning at the top end of the market focusing on the qualities of exceptional lightness and design; at the same time the aim is to consolidate the important role in the Horeca, with exclusive partners by area or by province. With the same principle, S.Bernardo wants to reward the local territory with the sponsorship of various sports disciplines, to then touch on points of international importance such as the sponsorship as title sponsor of the Basketball Cantù and the partnership with the Salone del Mobile. After the completion of the bottle range, the unmistakable "Gocce" design by Giugiaro, the 75 cl carbonated glass, the half liter Premium Pet and the liter glass cap screw, 2016 for Acqua S. Bernardo was also the year of The Bio in S.Bernardo mineral water, with lemon and peach and capable of combining its unique taste with no excess sugar (only grape sugar is added) with 100% organic characteristics.

Furthermore, the increase in the so-called "green" returnable glass formats should be considered. The reuse of glass bottles today represents an ideal union between drinking water in the element that enhances its characteristics and respecting our planet. The following year S.Bernardo entered the world of soft drinks with original and fresh tastes ideal for the summer. Young look with bright colors, practical half-liter pet bottle, here is "Bi": three flavors, Lime-Ginger, Lemon-Mint and Bitter Orange - Indian bark. An alchemy of sensations that merge in S.Bernardo mineral water.



S. Bernardo



At the same time Acqua S. Bernardo presents the Limited Edition project, from the first edition of 2017 the Half-Liter Pet Premium bottle, designed by the famous Drops by Giorgetto Giugiaro is dressed with author's drawings dedicated to the wonderful corners of our country. After Milan and the Tigullio, this year the city of Cuneo will be portrayed, to underline the special bond that Acqua S. Bernardo maintains with its territory. The "Gocce" concept is always the fulcrum of the company philosophy, so much so that in 2019, Acqua S. Bernardo proposes its "Drops of Tea" or three real infusions from Eastern history: The Matcha from Japan, The Kombutcha from China and Moringa from India. Four flavors (the Matcha has a double proposal). The new Goccia 26 cl bottle is brand new and colorful. Only natural ingredients and flavors. Sugar? Absent, or little cane sugar. The debut of Drops of Drinks, organic drinks dedicated to the characteristic Italian flavors, is also expected soon.

INTERNAL AND INTERNATIONAL TARGET

The Group now has the objective of completing, in the short to medium term, its presence Italy, with the spread of S. Bernardo in each province and in every city. Today the group, in addition to the "historic" territory of Piedmont, Liguria and Lombardy, has recorded positive performances and development in the rest of Italy. Extremely positive results continue in the growth of exports, and in the highly developed markets.

NEW INVESTMENTS AND NEW PLANTS

The S. Bernardo group has made great efforts in terms of structural investments to increase production capacity. The five-year industrial plan for the Garessio and Ormea (Cuneo) plants included the installation of two new lines at Ormea and the making of a preparation room for syrups dedicated to carbonated soft drinks and flat beverages in aseptic. At Ormea the new Logistic Center and Finished Product Warehouse was inaugurated and still in Ormea glass and canned drinks will be produced, to meet consumers' sensibilities and tastes. Positive figures also on the employment front. "We have expanded the range of formats and traveled far and wide in Italy, but the main merit of this result is certainly that of those who gave us confidence, believed in the brand and in the new structure and that we now want to thank," explains the general manager of Acqua S. Bernardo, Antonio Biella.

GRUPPO MONTECRISTO

The Montecristo Group was born from the union of two Italian families, leading players in the mineral water and beverage sector. In recent years, the Group has made important steps on the national market, with the acquisition in 2011 of Fonte Ilaria spa of Lucca and in 2012 of Fonti Di Posina spa of Vicenza. Having become one of the leading producers of carbonated and aseptic drinks specialized in private labels, it is active in distribution in all modern channels. Today it produces 500 million bottles, 90 million in sales, 4 factories and 200 employees

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