

A PARTICULAR AND UNMISTAKABLE CROISSETTE

**Pellini Coffee: the celebrity drink at the 61st Cannes Film Festival edition.
In a prestigious location the aromas of the Verona Company have delighted
actors, directors and jurors of the most glamorous film festival in the world.**

Pellini Top, the celebrities' coffee, is the unforgettable protagonist of the last Cannes Film Festival. A few steps away from the Croisette, on the exclusive *Le Goéland* beach, the stars of the 61st edition of the most glamorous film festival in the world met each other in the Pellini Area for a genuine moment of relax away from flashes, in front of a *particular and unmistakable* cup of coffee: Pellini Top, the excellence of Italian espresso.

A unique occasion also for the *cinephiles* who were able to enjoy a piece of cinema history cancelled exactly forty years ago from the Croisette: in an elegant and magic atmosphere, the Bliss Partners agency, with the seductive collaboration of Pellini Caffè, proposed to the public the films that were never projected during the 1968 edition of Cannes Film Festival because of the interruption requested by the Nouvelle Vague group.

To celebrate this moment, during this year long-awaited appointment the beach assumed the warm and magnetic tones of orange and chocolate, colours that recall that famous spring of May '68 and are able to recreate the atmospheres of the most intriguing and fashionable Cannes. The absolutely unique fragrances of Pellini Top made the event even more precious with its gentle and elegant coordinated image.

The Pellini space on *Le Goéland* beach welcomed the directors, the stars, the producers, the writers, the jurors and the critiques from all over the world who were able to enjoy a sip of Italy while appreciating the *particular and unmistakable* blend of Pellini's product. The guests, lulled by soft music and the sea swashing, forgot for a pleasant instant the feverishness of Cannes Festival, allowing themselves a moment of comfort and relax: a ritual that, in the Company's philosophy, means an inseparable blending of quality and pleasure.

The Official Jury had clear itself the values of the *made in Italy* that inspires Pellini as well: President Sean Penn and the jury members Jeanne Balibar, Rachid Bouchareb, Sergio Castellitto, Alfonso Cuarón, Alexandra Maria Lara, Natalie Portman, Marjane Satrapi and Apichatpong Weerasethakul awarded the film of Matteo Garrone and Paolo Sorrentino.

The awards to these Italian films of passion and social commitment represent the deserved recognition to an auteur cinema capable to fuse high professionalism and public taste. Pellini's *mission* shares these very same characteristics, a confirmation of the intent to reach a distinctive and sophisticated target, conscious of its quality choices in every sector.

In fact, the presence at Cannes follows the participation at the 63rd Venice Film Festival, during which the Pellini space prepared on the Hotel Excelsior's terrace seduced the Lido's guests thanks to coffee tasting and the "Pellini Top aromas game"

The event has been organized thanks to the support of the Sarl Distributor EXCLUSIVE DISTRIBUTION of Nice, a young company but with experienced personnel coming from Horeca who is promoting Pellini's products in South France.

What happened in Cannes in 1968

After the social movements across France in May 1968, Cannes festival was involved in the protests. On May 13th the students organized a meeting where they decided to oppose Malraux decision to dismiss Henri Langlois as director of the Cinémathèque. On May 18th a group of directors of the Nouvelle Vague, led by François Truffaut and Jean-Luc Godard, protested expressing their solidarity with the demonstrators. The festival, which was declared close on May 19th, never had an official competition.

The film cancelled in this way can be found between the "Classics" forty years after. Cannes 2008 recovers the films that were never programmed: *Peppermint Frappé*, with the presence of director Carlos Saura, *24 heures de la vie d'une femme* by Dominique Delouche, *The Long Day's Dying* by Peter Collinson, *Je t'aime...je t'aime* by Alain Resnais, *Anna Karenina* by Alexandre Zarkhi and *Treize jours en France* by Claude Lelouch.

For information

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