

## PELLINI CAFFÈ, CHARITY SPONSOR OF A GREAT SPORT EVENT

**Pellini Top is with Brazilian children. The Company from Verona is Official Sponsor of the deluxe friendly match “Basket for life” between CSKA MOSCA and ARMANI Jeans MILANO, first rated stars of European Basket.**

**Verona represents the first important stage of the Italian tour of the prestigious Russian Club. The Latvian champion Siskauskas will be present.**

**The match will be held on September 10 2008 at 20:30 in PalaOlimpia, Verona, and the revenues will be devolved to the Non-Profit organization *AMICI DI QUIXADÀ – ONLUS*, born to help the street-children of Brazil.**

**A free tasting of Pellini Top products will be organized at PalaOlimpia.**

**The event will be integrally broadcasted on SKY SPORT Thursday September 11 at 21:00**

Verona – The excellence of Pellini Caffè and of the Sport world get together to support the “*meninos de rua*”, the street-children who in Brazil are 7 millions. The Company from Verona, gold medal at the International Coffee Tasting, has already a deep binding with this Country that provides a consistent amount of the finest selected coffee beans that compose the *particular and unmistakable* blend (100% pure Arabic coffee) of Pellini Top and Pellini Bio (the best selling organic coffee in large distribution).

Perfectly coherent with its *mission* (to produce high quality coffee able to create wellness) Pellini Caffè has decided to stand for the people who have the right to live better in their Country. Therefore, Pellini Caffè will support the children of Nordeste as the event Official Sponsor of the friendly match “**Basket for Life**” that will be held on September 10 at 20:30 at PalaOlimpia in Verona; the match will have as protagonists two of the most prestigious Basket Clubs of Europe, Cska Mosca and Armani Jeans Milano.

The revenues from the event will be devolved to the Non-Profit organization *Amici di Quixadà* and particularly to the project “*A future for the meniños de rua*” which aims to finance school for the street-children of one of the poorest zones of the Country. Here the Non-profit organization of Monsignor Adelio Tomasin, who operates in Quixadà from 20 years, has built houses, schools, churches, a hospital and founded in 2004 the University of the Poor “*Faculdade Catolica Rainha do Sertao*”, supported by many citizen from Veneto, especially from Verona.

# Pellini

**il pallino del caffè**

The event of Verona is setting to be a spectacular event, a *must* for sport lovers who will see two of the best European teams challenging in the local sport palace: the Europe champions Cska Mosca, trained by Ettore Messina, and Olimpia Milano, recently bought by the fashion king Giorgio Armani and preparing to compete at the highest levels. The prestigious Russian Club chose on purpose Verona as first stage of its short tour in Italy. The team will be complete, even some of the players who attended the Olympic Games in Beijing, such as the Latvian champion Siskauskas, who renounced to his holidays preferring to play in the Romeo and Juliet city. On the other side Armani Jeans, with a completely renewed team (because of the new purchases campaign), is preparing to give its best, looking forward to a over-the-top-season in Italy and Europe.

A free tasting of Pellini Top is scheduled on the evening of the sport event in PalaOlimpia.

The ticket costs 6.00 Euro, and is purchasable at Box Office in Via del Pontiere 123.

SKY TV will record the big charity "challenge" to broadcast it the day after, September 11, in prime time at 21 on SKY SPORT.

## **Pellini Top**

Pellini Top stands out among other coffees for its harmonic taste, delicate and sweeter, a coffee that invites to be drunk even without sugar. This is because Pellini Top contains little caffeine thanks to its blend composed of 100% pure Arabic, the finest species of plant that differently from the Robust species (which the majority of Italian coffees use for their blend) produces a reduced quantity of the exciting substance.

Caffeine in Pellini Top is 1,3% on average, and this allows to drink more coffee cups during a day without the risk of excessively stimulating our nervous system.

With a fragrant and sophisticated aroma (meaning that there are not disturbing elements), a sweet taste (notes of chocolate, fruit, honey) delicate but without uncertainty, it is a true espresso to be particularly appreciated without sugar.

Pellini Top is the result of the best beans selection carried on directly in the Countries of origin. Pellini Caffè, in fact, employs a selected team of experts who systematically pick out the best plantations (the Arabic coffee is a particularly delicate plant to grow – 600/2000 meters of altitude – and to maintain to an efficient level of production, therefore it is better to select every time the best plantation).

*More information on [www.clabcomunicazione.it/pellini](http://www.clabcomunicazione.it/pellini)*

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