

Press Release

## Pellini wins the Grand Prix Stella d'Oro 2006 awarded by Pubblicità Italia

The photographic tour "Particular and Unmistakable" organized by Pellini Caffè won the first prize for its category (non-alcoholic beverages) in the competition promoted by Pubblicità Italia and AssoComunicazione, and fourth place among the twenty-one finalists for the super prize, thereby accessing the European selections.

The itinerant show, with a completely new format, offered as a polysensorial event (next stop Rome, from December 8 to 10) is based on a project by the agency Com Group Comunicazione.

A concept of integrated advertising, made with the contribution of the Alinari archives and the Camera dei Buyer della Moda that is enjoying tremendous success with the public.

**Verona, November 28, 2006.** Another award for Pellini Caffè. After its success at the International Coffee Tasting contest, Pellini now has the satisfaction of receiving the Pubblicità Italia award assigned last Monday to the company at the Grand Prix Promotional Marketing Stella d'Oro 2006 in the technical awards category of "non alcoholic beverages". The award was presented in Milan for the promotional marketing campaign "Particular and Unmistakable", an itinerant show in the finest multibrand fashion boutiques with a completely new format, curated by the Alinari archives with the contribution of the Camera dei Buyer della Moda and devoted to that little dot that somehow manages to convey so many thrilling sensations: **the mole**.

The new integrated advertising campaign was voted by a jury of corporate marketing experts invited by Pubblicità Italia. The Pellini exhibition was also classified in fourth place overall among the twenty-one shortlisted finalists.

"A truly particular and unmistakable coffee, without a blemish...but with a mole" is the spontaneous statement of a visitor to the tour "Particular and Unmistakable", that testifies to the success with the public of this seductive photographic show that, in place after place, is visiting all the main Italian cities. The original initiative is linked to the visual idea of the mole/coffee bean that for years has identified the company's advertising: that mole, a distinctive trait with high impact, seems to give a timeless allure to the portraits of many celebrities and personified the seduction concealed in the *particular and unmistakable* aroma that is the strong point of the exclusive Pellini TOP blend.

"It is an important success for us because it testifies to the value of an initiative *below the line*, innovative and totally coherent with our reference target, the opinion leaders

UNI EN ISO 9001:2000  
UNI 10939:2001



SISTEMI DI GESTIONE  
CERTIFICATI

**PELLINI CAFFÈ S.p.A.**

VIA 1° MAGGIO 8 - 37012 BUSSOLENGO (VR) - ITALIA - TEL +39 - 0456763311 - FAX +39 - 0456763411  
CAP. SOC. € 11.000.000 INT. VERS. - REG. IMPR. / C.F. / P. IVA IT.00233660232 - R.E.A. 9551

# Pellini

**il pallino del caffè**

who shop at high level boutiques; moreover, we were able to transmit the values of the brand and the product in an interesting, unusual way“ says Mauro Visintainer, marketing manager of Pellini Caffè and coordinator of the campaign.

The theme event highlights the intriguing glamour of the mole, following it on a ramble through many photographic portraits of stars and models.

A special homage is devoted to the unforgettable Norma Jeane/Marilyn, on the occasion of her 80th birthday (she was born on June 1, 1926, and died on August 5, 1962), through four lovely portraits by the celebrated photographer Sam Shaw. The last stop in 2006 of the tour of seduction will be in Rome, from December 8 to 10, at the exhibition space of the prestigious boutique.

**For further information** [www.clabcomunicazione.it/pellini](http://www.clabcomunicazione.it/pellini)

**Press Office Coordination:**  
**Patrizia Adami - CLAB Comunicazione**  
**tel. 045/58 18 93 - cell 348/ 382 03 55**  
[patrizia@clabcomunicazione.it](mailto:patrizia@clabcomunicazione.it)  
[info@clabcomunicazione.it](mailto:info@clabcomunicazione.it)

UNI EN ISO 9001:2000  
UNI 10939:2001



SISTEMI DI GESTIONE  
CERTIFICATI

**PELLINI CAFFÈ S.p.A.**

VIA 1° MAGGIO 8 - 37012 BUSSOLENCO (VR) - ITALIA - TEL +39 - 0456763311 - FAX +39 - 0456763411  
CAP. SOC. € 11.000.000 INT. VERS. - REG. IMPR. / C.F. / P. IVA IT.00233660232 - R.E.A. 9551