

Press Release

PELLINI TOP, A STARRING ROLE AT THE 63rd INTERNATIONAL FILM FESTIVAL OF VENICE

Famous people flocked to the Pellini TOP stand on the terrace of the Hotel Excelsior during the film festival that just ended. A comfortable lounge, redolent with the *particular and unmistakable* fragrance of the finest brew of coffee products by the Italian company (fourth coffee roaster in Italy), welcomed well-known celebrities and film lovers, offering them a pause of relaxing enjoyment thanks to Pellini TOP.

This was a new experience for the company that has launched a campaign promoting initiatives that involve opinion leaders in the enjoyment of cultural events with a high glamour content.

Pellini TOP, the fine coffee brand, famous for its *particular and unmistakable* flavor and aroma, accompanied the breaks taken by the stars, critics and movie lovers who attended the 63rd edition of the celebrated film festival. An enjoyable pause, but that's not all: the comfortable lounges in the technostructure set up on the terrace of the Hotel Excelsior were also the ideal place to interview the actors and VIPs during their visit to the Lido.

Many celebrities and journalists were unable to resist the appeal of a cup of excellent coffee: from Lucio Dalla to Remo Girone (who we see in the photo gallery with Peppe Servillo of the Avion Travel). While Alessandro Gasmann, Marco Bellocchio, Giuseppe Bertolucci, Donatella Finocchiaro and the celebrated painter of the trans-avant garde, debuting as a movie director, Mimmo Paladino, were just a few of the most famous guests of the RAI3 broadcasts, portrayed right in the Pellini TOP stand where every afternoon Pascal Vicendomini held his interviews.

Among the guest was the excellent, not very well-known actor Vincenzo Amato, one of the stars of the surprise award winning film by Emanuele Crialesi "Nuovomondo", which took a Silver Lion in a special version and is a likely candidate for the next Oscars.

In an equally special, seductive atmosphere drenched in the aroma and particular fragrances of the hundreds of cups of Pellini TOP served every day throughout the festival, the final day of the "Pellini TOP Aroma Game" took place. It was a highly entertaining experience organized by Prof. Luigi Odello, President of the Tasters' Research Center of Brescia and one of the consultants on the test panel used by the company.

The game, that involved over 200 people (including Remo Girone), took the participants on a voyage of discover of hidden fragrances, leading them to be able, at the end, to recognize the different aromatic tones that characterized the Pellini TOP blend.

It was a blindfolded voyage among the fragrances of chocolate, honey, nuts, toast and all the other fragrances that make up the precious bouquet of Pellini TOP.

PELLINI CAFFÈ S.p.A.

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CAP. S.O.C. € 11.000.000 INT. VERS. - REG. IMPR. / C.F. / P. IVA IT.0023360232 - R.E.A. 9551

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Pellini

il pallino del caffè

Among the happy participants were the buyers from an important supermarket chain, guests of the company for a wonderful weekend at the Lido where they could experience the excitement of the festival and at the same time present their advertising investment program in support of greater visibility of the brand that is spreading throughout the entire country. It was a unique opportunity to put the spotlight on the positive trend (in the last ten years Pellini Caffè has seen its turnover grow by over 83%) that has characterized the company for years.

To be in Venice is a quality choice

Those who go to Venice don't simply choose, they choose the best. Pellini, which has always shared this philosophy, came to the lagoon with the fruits of a great, prestigious experience: Pellini TOP, the exclusive blend of pure Arabica (100%), produced through careful selection of the beans made directly in the countries of origin. It is a coffee with rich aromatic notes containing hints of chocolate, and a smooth, velvety structure, whose aroma is recognizable even blindfolded. Pellini TOP really is a particular, unmistakable brand of coffee, that stands out from all the others for the intensity of its fragrances, its soft, delicate, naturally sweet flavor that invites the consumer to enjoy it as is, without even adding sugar

The desire to participate in this important film festival arose from the awareness of sharing the same values of high quality, polysensorial richness and prestige as the festival: they are the values that have always inspired the production and marketing choices of the company.

The Film Festival is one of the events where Pellini Caffè has chosen to meet its clients and potential clients personally, promoting projects that highlight glamour in all its advertising (another important event is the photographic tour on seduction entitled "Particular and unmistakable". After the successful test-launch in Magenta, (Mi) it was officially inaugurated on September 15 at Lignano Sabbiadoro and will continue in the main Italian cities until next February).

Its goal is to reach a target of opinion leaders in an environment of class with international echoes, people who are attentive to quality differences and willing to transform an automatic, immediate habit (at the bar we often drink the coffee without being able to choose the brand) into a studied ritual of extreme well-being because pure Arabica Pellini TOP is a coffee with a low caffeine content that can be pleasantly enjoyed at different times of the day, getting the most of the delightful sensations that seem to fill every cell of the body.

[For further information, see the website www.clabcomunicazione.it/pellini](http://www.clabcomunicazione.it/pellini)

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