


"The Queen of the Italian Mineral Waters"  
"La Regina Delle Acque Minerali Italiane"

— F O N T E —<sup>®</sup>  
**MARGHERITA**  
— DAL 1845 —

LE ACQUE DELLE PIC

A close-up photograph of a hand holding a fountain pen nib, positioned as if about to write. The hand is in the lower foreground, and the pen nib is pointing towards the text above it.

# FORTE MARGHERITA

## "The Queen of Italian Mineral Waters"

### SINCE 1845

## A TRIBUTE TO THE FIRST ITALIAN QUEEN

Fonte MARGHERITA was born in 1845, discovered by a group of pharmacists who identify its therapeutic qualities.

At the beginning, the sale to the public was only possible at the source and then progressively distributed in local pharmacies.

The valley was at the turn of the nineteenth century one of the favorite places of the aristocracy for summer stays enjoying the unspoiled landscapes and the specificities of the waters that these mountains offer, in particular, the Queen Margherita of Savoy, first Queen of Italy, Two sources of the valley have been dedicated to her, the Fonte Margherita in 1845 and the Fonte Regina, discovered in 1902.

History takes us since 2017 a revival project, aimed to bring the spring MARGHERITA back to its splendor. Only a history of more than one hundred years can guarantee a such strong heritage for quality, produced with modern technology in the strict respect of the Nature.





## MARGHERITA, THE QUEEN OF THE PEOPLE, CONSIDERED AS THE MOTHER OF THE HOMELAND

She was gifted with political intuition and was able to do and say the most appropriate things to generate popular enthusiasm.

Educated in a paternalistic conception of royalty, Queen MARGHERITA's idea of monarchy had very different features from that of politicians. In a newly established Italy and lacking unifying symbols, Queen MARGHERITA, with her personal, refined style, made a decisive contribution to the rooting and building of the national dimension of the royal house of Italy. She was a Nature lover and has contributed also for preservation of plenty Italian national parks. The eponymous water that pays homage to her is also a symbol of Italian tradition in authentic refinement and contributes through its ecological commitment to the well being of the people.



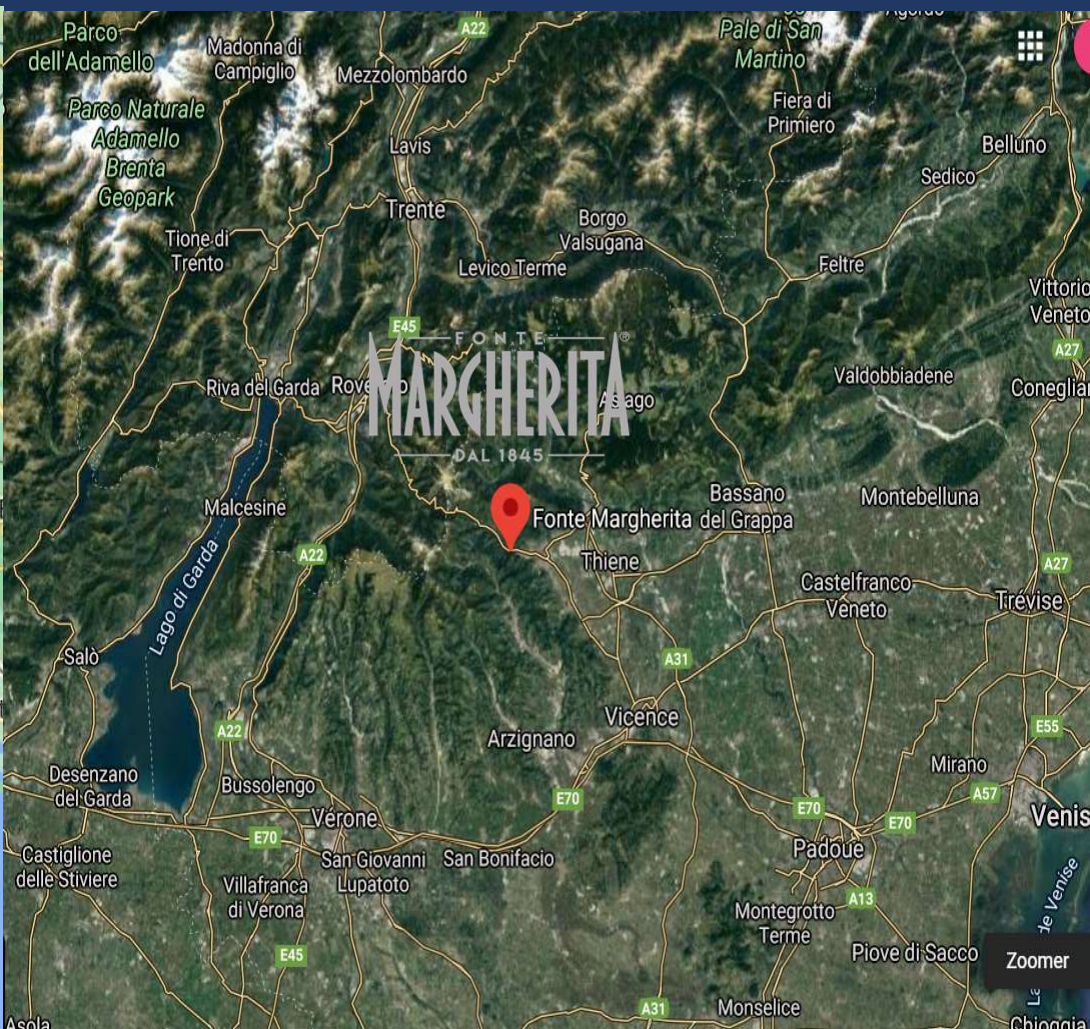
— FONTE —  
**MARGHERITA**  
— DAL 1845 —







# DOVE SIAMO ?







— FONTE —  
**MARGHERITA**<sup>®</sup>  
— DAL 1845 —

THE PURITY  
OF NATURE  
FROM  
DOLOMITES  
IN YOUR  
GLASS



A scenic view of a mountain valley. In the foreground, there are green, grassy slopes. In the middle ground, a deep blue lake is visible, with a dam structure at its base. The background features rugged, rocky mountains with patches of snow and a blue sky with scattered white clouds.

— FONTE —  
**MARGHERITA**<sup>®</sup>  
— DAL 1845 —

LA PUREZZA  
DELLA NATURA  
DALLE DOLOMITI  
NEL VOSTRO  
BICCHIERE

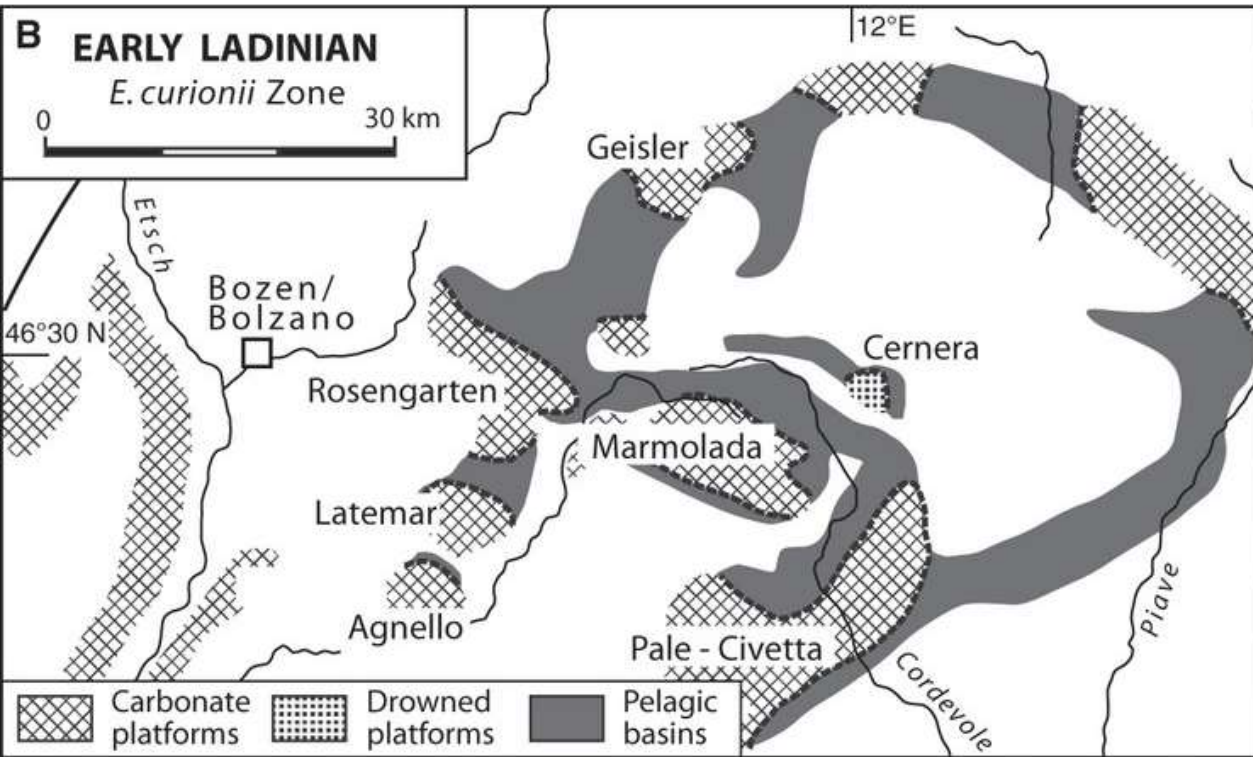




FROM DOLOMITES MOUNTAINS

— FONTE —  
**MARGHERITA**<sup>®</sup>  
— DAL 1845 —





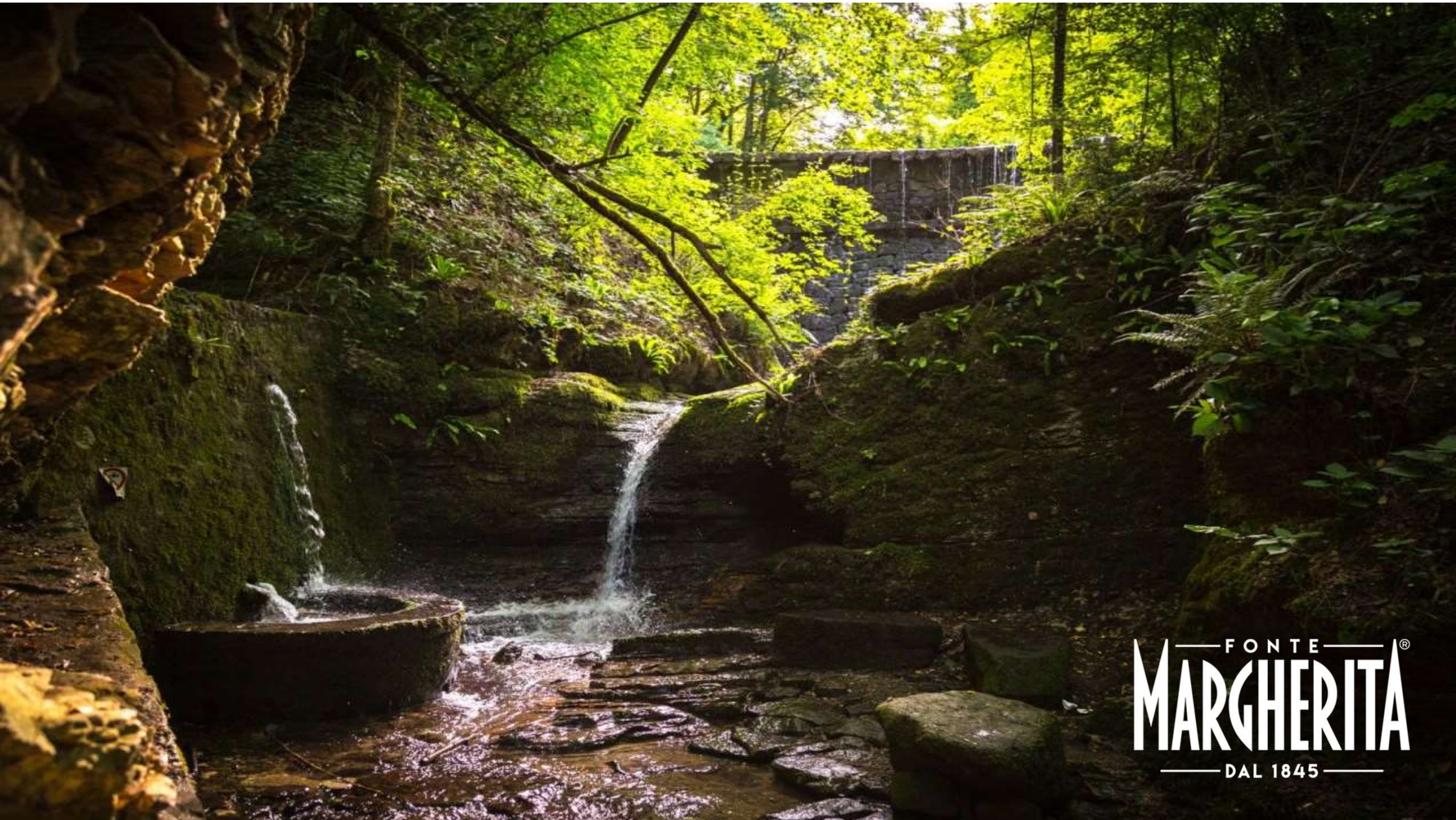
MARGHERITA has its source in the Western Dolomites, which has become a UNESCO heritage. Its water comes from an underground hydrological basin, fed by the eternal snows which infiltrate very slowly, during many years, the dolomitic rock, which gives it its purity and its unique richness in mineral salts, It is distinguished by its purity and its nobility ...  
What more normal when this Water has the name of a Queen!



NEL CUORE DELLA NATURA







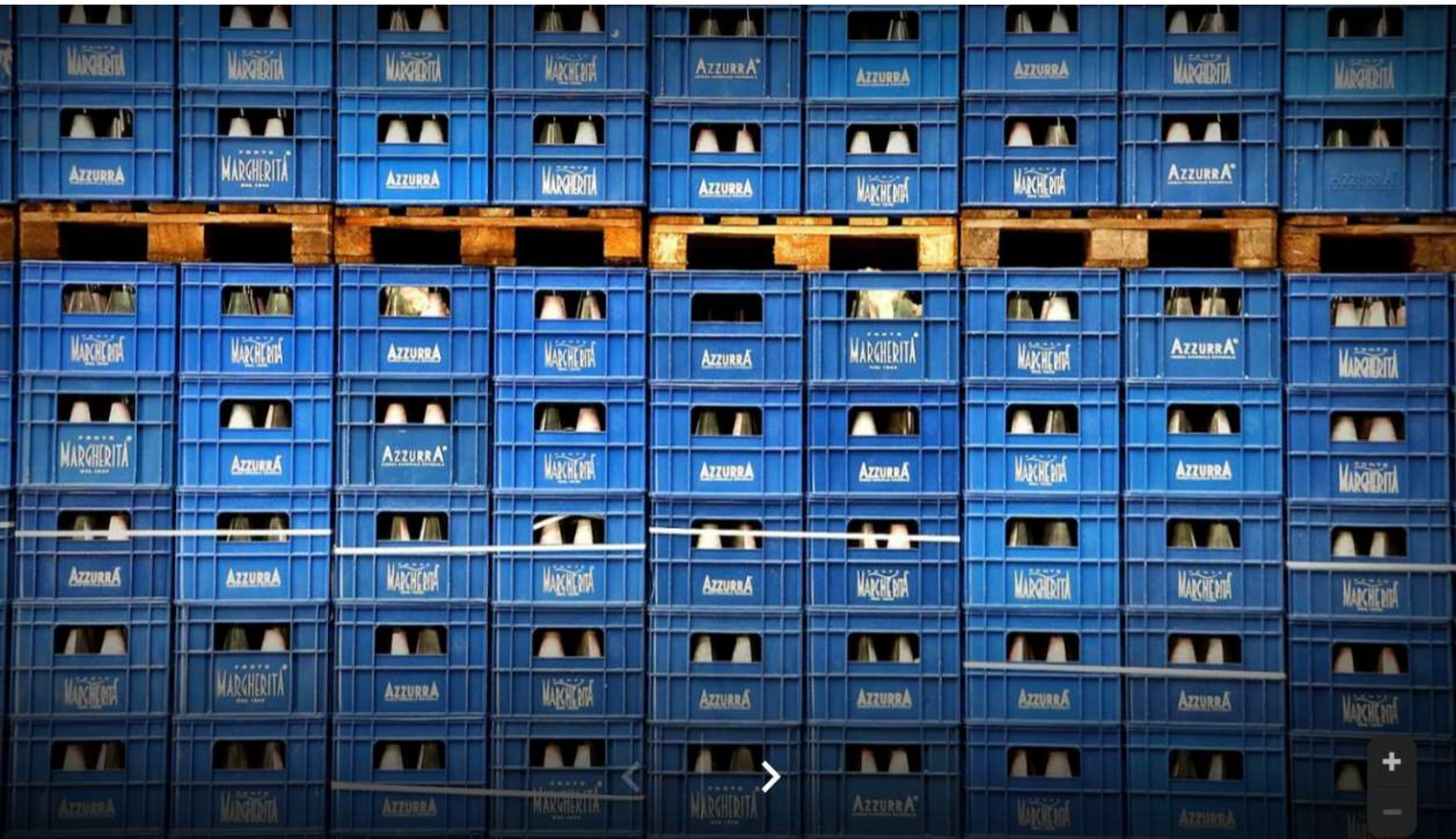
— FONTE —  
**MARGHERITA**®  
— DAL 1845 —

# The tradition of returning empties since 1845

## VINTAGE & SUSTAINABLE

- Fonte Margherita flows in an uncontaminated environment, in alpine landscapes of rare beauty. With a dry residue of just 0.027 g/l, it is a very light, minimally mineralized water. Its neutral flavour enhances the taste of the foods it accompanies.
- The extremely low level of nitrates is indicative of the extraordinary purity of the source. MARGHERITA MINERAL WATERS are bottled only in recycled glass.
- Fonte Margherita is a favourite of restaurants for which even the smallest detail matters, also due to the bottle's unique design, which was inspired by the 1960s milk bottles.









*175 Years Of Purity*





SEMPLICEMENTE

*Minerale*

STIMOLA LA DIGESTIONE





SEMPLICEMENTE GASSATA  
80 CL







STIMOLA LA DIGESTIONE



NATURALMENTE LISCIA  
80 CL



NATURALMENTE  
LISCIA 44 CL



SEMPLICEMENTE  
GASSATA 44 CL





## FRONTE MARGHERITA

Fonte Margherita è un'acqua leggera, che si caratterizza per basso residuo fisso (soli 0,027 g/l) e la minima presenza di minerali. La sua eccezionale purezza è testimoniata dall'assenza di nitrati.

### CARATTERISTICHE DELL'ACQUA

Sodio	Na+	1,2 mg/L
Potassio	K+	1,0 mg/L
Magnesio	Mg++	31 mg/L
Calcio	Ca++	83 mg/L
Nitrati	No3-	3,2 mg/L
Bicarbonati	HiCO3-	231 mg/L/td>
Cloruri	Cl-	0,7 mg/L
Solfati	SO4-	179 mg/L
Fluoruri	F-	0,05 mg/L
Silice	SiO2	5,5 mg/L
Nitriti	NO2-	Assenti
Ione Ammonio	NH4+	Assente



The extremely low level of nitrates and amonium is indicative of the extraordinary purity of the source



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# WHEN THE FIELD ASK, WE DO !

## SMALL BOTTLE FOR OUR GREAT WATER ON COMING

### Frizzante



80 cl



44 cl



27,5 cl

### Naturale



80 cl



44 cl

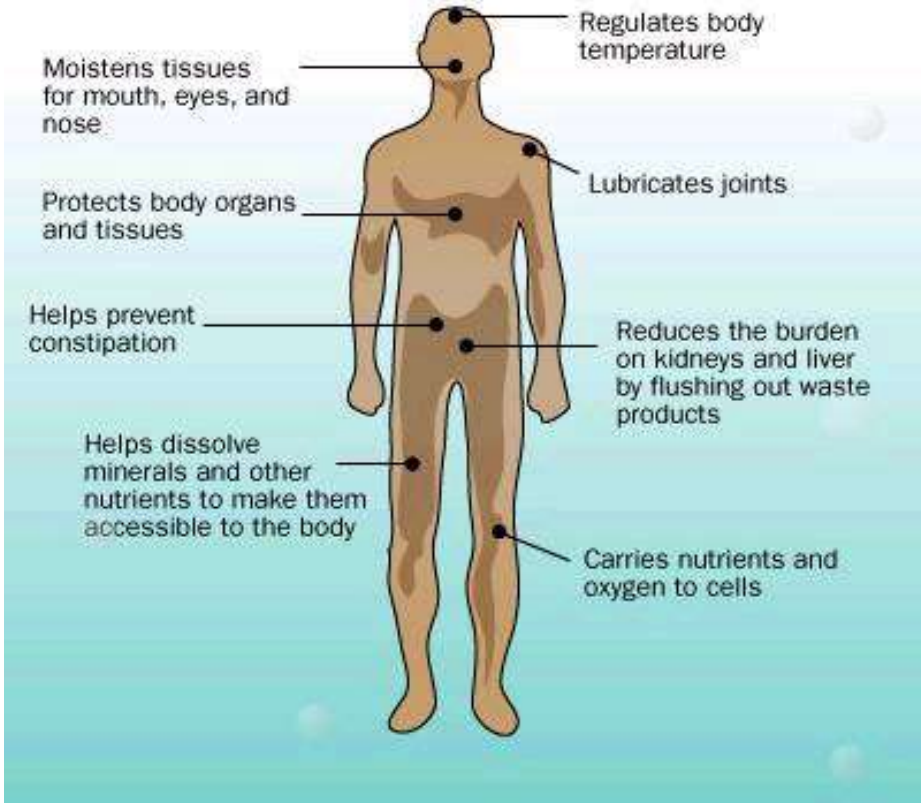


27,5 cl



## How Water Works

©2007 HowStuffWorks



## HEALTHY WATER

— FONTE —  
**MARGHERITA**<sup>®</sup>  
— DAL 1845 —

The organoleptic characteristics of Acqua MARGHERITA make it unique in its kind. In fact, it has a good quantity of salts, but is naturally low in sodium. This is why it promotes drainage and is suitable for low sodium diets, for those who want to lose weight or for those suffering from water retention. At the same time, the presence of minerals helps prevent osteoporosis. The purity of this water make it an excellent partner for food in gastronomy!



— FONTE —  
**MARGHERITA**<sup>®</sup>  
— DAL 1845 —

STIMOLA LA DIGESTIONE

STIMOLA LA DIGESTIONE



ITALIAN WATERS FOR GASTRONOMY





FAMILY COMPANY  
WITH A  
YOUNG VISION  
TO PRESERVE THE  
HERITAGE OF  
FONTE MARGHERITA  
MINERAL WATERS  
WORKING IN A TOTAL  
SUSTAINABILITY TO  
RESPECT THE PLANET

Denis Moro and Nicola Sartore

# FORTE MARGHERITA FOODCOMMUNITY AWARDS 2018



— FORTE —  
**MARGHERITA**<sup>®</sup>  
— DAL 1845 —



Isolabella della Croce

foodcommunity  
Awards



**SAVE THE BRAND**

BY FOODCOMMUNITY

14.07.2020



## Awarded for sustainability and communication

"This award recognizes and values the daily commitment of all men and women who work to consolidate FONTE MARGHERITA on the market. If a brand grows it is the merit of the entire working group. Our strategy attentive to the environment, the territory and its communities together with the safety of bottled mineral waters are among the first founding values of our group which find their right channeling in careful and qualified communication" declares Denis Moro, the young administrator of FONTE MARGHERITA.

*La Natura ti dà una lunga vita... Non é vero ?*

FONTE  
**MARGHERITA**  
DAL 1845

STIMOLA LA DIGESTIONE





— FONTE —  
**MARGHERITA**<sup>®</sup>

— DAL 1845 —

**ASSAPORA LA NATURA  
PRESERVA LA TUA SALUTE**





NATURE IN GLASS  
BOTTLE SINCE  
1845

URBAN  
ADVERTISING  
CAMPAIGN







— FONTE —  
**MARGHERITA**<sup>®</sup>  
— DAL 1845 —



# L'INIMITABILE GUSTO ITALIANO



— FONTE —  
**MARGHERITA**<sup>®</sup>  
— DAL 1845 —





# POS MATERIEL FONTE MARGHERITA





SE FAI QUELLO  
CHE HAI  
SEMPRE FATTO,  
**ARRIVERAI SOLO  
DOVE SEI GIA'  
ARRIVATO**

TRADIZIONE

INNOVAZIONE





— FONTE —  
**MARGHERITA**<sup>®</sup>  
— DAL 1845 —

**TRADIZIONE**  
**INNOVAZIONE**

- La nouveauté de FONTE MARGHERITA pour le monde des bars est une version sans alcool de l'apéritif italien le plus populaire du moment,,LE SPRITZ. Le Groupe FONTE MARGHERITA a en effet élargi sa gamme de boissons avec ce "SPRITZ ZERO ", la version prête à boire et non alcoolisée de l'icône des aperitifs de la région de Vénétie. SPRITZ ZERO a été créé pour accompagner le déconfinement en favorisant le retour à la socialisation de manière saine, en ligne avec les valeurs du Groupe FONTE MARGHERITA, d'où le choix de lancer ce produit, excellent et naturel, idéal à l'apéritif.

Le SPRITZ ZERO MARGHERITA restitue le Plaisir d'un vrai Spritz traditionnel de qualité comme on peut le boire sur la Place San Marco et ce, sans alcool. MARGHERITA a pris le choix de se concentrer sur, uniquement des ingrédients de haute qualité. Le nouveau Spritz Zero est en fait fabriqué avec que d'ingrédients sains, tous naturels mélangés à l'eau gazeuse de la même marque qui provient de notre source se situant dans les Petites Dolomites qui se caractérise par sa pureté et sa faible teneur en sodium (0,027 g / l). Seuls des sucres issus de fruits (fructose naturel), des arômes naturels plus sains sont ensuite ajoutés à l'eau minérale pétillante. Livré dans une bouteille en verre de 27,5 cl (ow), au design élégant et vintage issu de la collaboration avec certains professionnels de la mode et de l'Art. L'étiquette originale a été réalisée par la créatrice italienne Francesca Chiani.

Spritz Zero est prêt à servir: il suffit de le verser dans le verre Spritz, avec quelques glaçons et garnir d'une tranche d'orange.





The INNOVATION of FONTE MARGHERITA for the bar world is an alcohol-free version of the most popular Italian aperitif of the moment ,, THE SPRITZ ZERO. The FONTE MARGHERITA Group has indeed expanded its range of drinks with this “SPRITZ ZERO”, the ready-to-drink and non-alcoholic version of the iconic aperitif of the Veneto region. SPRITZ ZERO was created to support deconfinement by promoting a return to socialization in a healthy way, in line with the values of the FONTE MARGHERITA Group, hence the choice to launch this product, excellent and natural, ideal as an aperitif. SPRITZ ZERO MARGHERITA restores the pleasure of a real, traditional, quality Spritz as you can drink in San Marco Square, without alcohol. MARGHERITA has made the choice to focus on, only high quality ingredients. The new Spritz Zero is in fact made with only healthy ingredients, all natural mixed with carbonated water of the same brand that comes from our source located in the Little Dolomites which is characterized by its purity and low sodium content. (0.027 g / l). Only sugars from fruits (natural fructose), healthier natural flavors are then added to the sparkling mineral water. Comes in a 27.5 cl (ow) glass bottle, with an elegant and vintage design resulting from the collaboration with some professionals of fashion and art. The original label was made by Italian designer Francesca Chiani. Spritz Zero is ready to serve: just pour it into the Spritz glass, with a few ice cubes and garnish with an orange slice.





**100% ITALIANO 100% NATURALE**  
**100% TRADIZIONALE 100% FRUTTOSA**  
**100% SPRITZ**  
**0,0 % ALCOOL**





— FONTE —  
**MARGHERITA**<sup>®</sup>  
— DAL 1845 —

A STORY OF NATURE SINCE 1845



A sea turtle is shown swimming in a blue ocean, surrounded by a large amount of plastic waste. The turtle is in the foreground, looking towards the camera, with a piece of orange plastic in its mouth. The background is filled with various types of plastic debris, including bags, bottles, and a large green container. The overall scene is a stark representation of ocean pollution.

PLASTIC IS KILLING OUR OCEANS AND OUR FUTURE





LET'S STOP TO USE PLASTIC BOTTLES

— F O N T E —<sup>®</sup>  
**MARGHERITA**

— DAL 1845 —

LE ACQUE DELLE PICCOLE DOLOMITI





# Fonte Margherita and Water in Eco-Gable Top Cartons

The company was looking for a sustainable packaging solution to convince the consumers to stop using plastic bottles

- Unbreakable
- Optimised for transport
- The preferred choice was **Gable Top** cartons, which are made mostly from **FSC paper (70%)** and fully meet the above requirements.

- THE FULL TASTE OF WATER IN A GABLE TOP CARTON

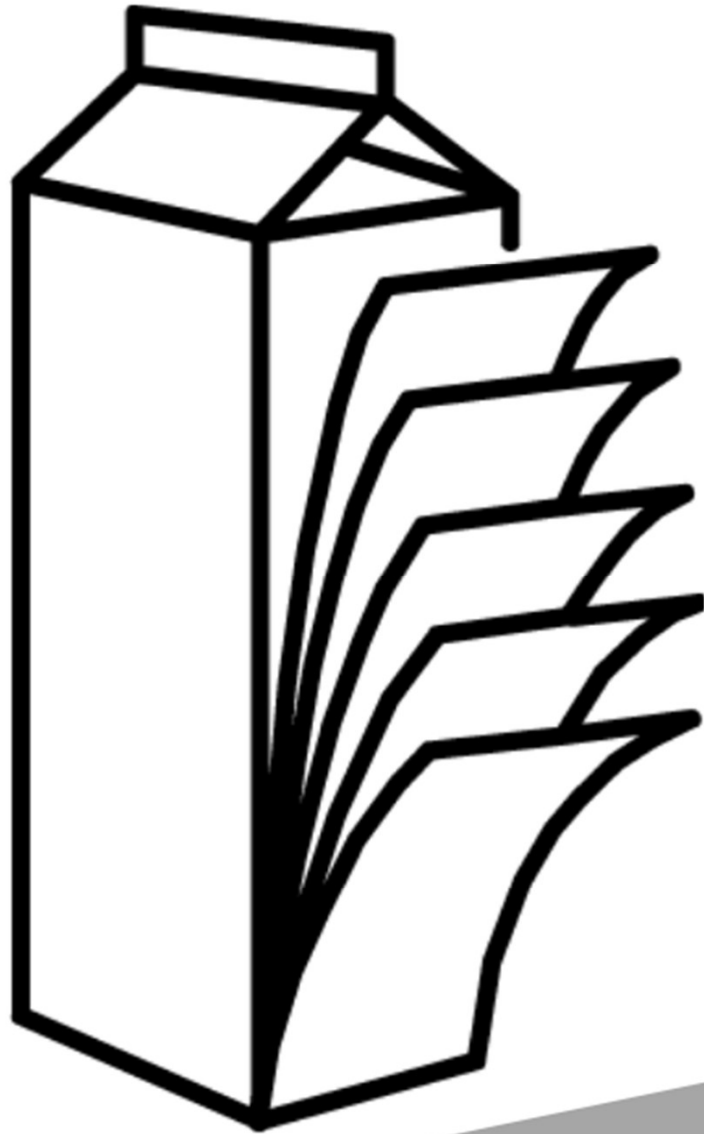
Fonte Margherita wanted to offer consumers a **practical and eco-friendly** container, but they also had another requirement. In the words of **Alessia Cicchero**, Quality and Testing Manager at Fonte Margherita:

“Our waters make up the heritage of our region (...) They carry the flavour of the rocks they flow through, preserving the taste and flavour of Piccole Dolomiti, our mountains. This is the reason why the research we do on our packaging is so important, as it must preserve all the qualities and characteristics of the water at the source.”

- In order to offer a packaging solution that would meet the requirements and preserve the characteristics of the product, **FILL good** adopted a multidisciplinary approach, also involving Galdi. Combining FILL good's expertise with Galdi's know-how, we conducted a number of **filling, quality** and **microbiological tests**, which led to the selection of the optimal packaging solution for Fonte Margherita's mineral water. We worked with the customer throughout the installation process and assisted with the audit by the local health authorities too, with the goal of offering a full support package with a high added value.

- RETAIL, HORECA TAKE AWAY, HOSPITALITY, VENDING MACHINES, EVENTS AND MORE

It's been a year since the project was completed and now, we can say that the idea of water in Gable Top cartons has been **very successful**. Fonte Margherita launched two water carton lines, one each for the **Retail** and the **Hospitality** (Ho.Re.Ca) sectors. The results were really impressive, as pointed out by Mr. Sartore: “We were pleasantly surprised at how receptive the market was, both in the Ho.Re.Ca. sector, with the product now available at many restaurants, and also through new channels, like the vending machine market, where cartons have replaced plastic bottles.”



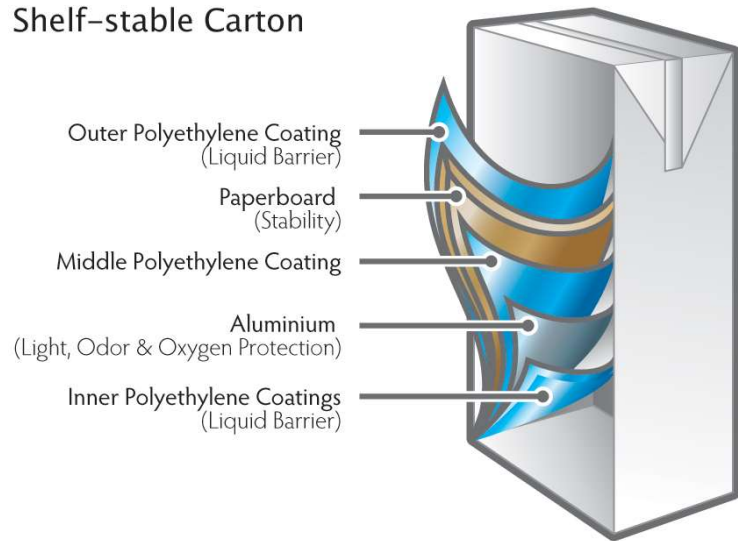
# **ECO-FRIENDLY PACKAGING**

**CHARACTERISTICS &  
ADVANTAGES**

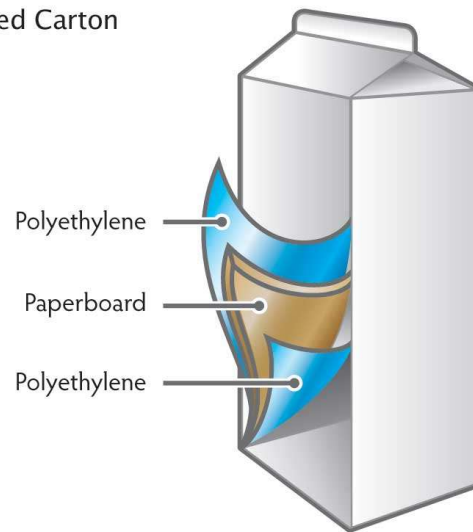
**OF MULTI-LAYER  
CARTON**



## Shelf-stable Carton



## Refrigerated Carton



# NATURA RISPETTATA







**OUTDOOR EVENTS**



— FONTE —  
**MARGHERITA**  
— DAL 1845 —

**AMIAMO L'ACQUA  
IN QUESTO BOX.  
LAVORIAMO ALLE  
NUOVE RISORSE  
DALLA SORGENTE.  
SIAMO NATI  
NELLE PICCOLE  
DOLOMITI  
E LA NOSTRA  
MENTE VOLA  
SOPRA LE NUVOLE.  
AMIAMO LE PERSONE  
CHE ABITANO IN  
CASE DI VETRO  
PERCHÉ NON  
LANCIANO I SASSI**

**ACQUA NATURALE**  
ACQUE DELLE PICCOLE DOLOMITI

ACQUE DELLE PICCOLE DOLOMITI





**TAKE AWAY**  
★ ★ ★ ★ ★  
**TAKE AWAY**  
★ ★ ★ ★ ★  
**TAKE AWAY**

— FONTE —  
**MARGHERITA**<sup>®</sup>  
— DAL 1845 —

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IN QUESTO BOX.  
LAVORIAMO ALLE  
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**ACQUA NATURALE**  
ACQUE DELLE PICCOLE DOLOMITI





FONTE  
**MARGHERITA**  
DAL 1845

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**ACQUA NATURALE**  
ACQUE DELLE PICCOLE DOLOMITI

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"La Regina Delle Acque Minerali Italiane"

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— DAL 1845 —

C1

L'INIMITABILE  
GUSTO ITALIANO



## Diapositive 49

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Calcedonio, 10/02/2021