An innovative plant opens in Castrocielo, Italy

The new mineral water bottling plant for Nestlé Vera Naturae was inaugurated today in the presence of the President of the Region, Lazio Luca Zingaretti and the CEO of Nestlé Waters, Marco Settembri.

A €16 million investment demonstrates the company’s strong dedication to sustainability growth and a particular effort in enhancing the surrounding local heritage.

Castrocielo, July 5 2016 – Today, Sanpellegrino Group, the Italian division of Nestlé Waters, officially inaugurated the new production site for Nestlé Vera Naturae mineral water bottling in Castrocielo. The President of the Region Lazio Luca Zingaretti, together with the Mayor of Castrocielo Filippo Materiale, attended the opening ceremony.

Marco Settembri, CEO of Nestlé Waters, and Stefano Agostini, President and Chief Executive Officer of Sanpellegrino, welcomed guests to the new bottling plant.

The industrial project, worth €16 million, stands out for its extremely innovative approach, which combines environmental sustainability and economic growth. The new plant not only represents an important growth and occupational opportunity at a local and regional level, but also presents a new model for future development of the entire mineral waters industry.

“Castrocielo new plant represents a proof of excellence not only in the entire Italian scenario, but also at an international level thanks to its innovative technologies, which make it Nestlé Waters’ best site in the optimization of the consumption of water per bottled liter declared Marco Settembri, CEO of Nestlé Waters. This industrial project is a further proof of Nestlé Waters desire to invest in innovation and sustainability, continuing to promote the local water resources.”

The “smart factory,” is specifically designed to be perfectly integrated into the territory. It offers “best in class” performances, especially in energy savings. Thanks to the use of energy derived exclusively from renewable sources, the level of CO2 emissions is equal to zero: a result obtained through the use of photovoltaic systems, LED lights, heat recovery and retention systems. With its ultramodern PET line, the factory is the leading site, among Nestlé Waters’ plants, in the optimization of water consumption. Any waste materials are separately collected and subsequently recycled and all packaging used is 100% recyclable. Moreover, 95% of Nestlé Vera Naturae distribution happens with fully loaded trucks and direct deliveries, while indirect deliveries only occur within 200km.

“We are very proud to inaugurate the new production site here in Castrocielo, - said Stefano Agostini, President and Chief Executive Officer of Sanpellegrino – which is synonymous with industrial excellence in terms of innovation, production and distribution model and environmental sustainability. This operation, that has a broad strategic importance, allows us to fulfill our multisourcing project, reaching our consumers in central Italy in a more direct and sustainable way. We strongly believe in the potential of the new factory, which has an overall production of 220 million liters of water during the first year, to bring a positive impact on the territory in terms of occupation, economic growth, promotion of local heritage and sustainability growth”.
The “Naturae” mineral water source holds particular value for the entire Sanpellegrino Group because it allows the company to complete an important multisourcing project. Through the use of three water sources within in the national territory, the company contributes to the enhancement of local water resources and completes the process from bottling to delivery to consumers, guaranteeing a significant reduction in overall environmental impact. The “Naturae” mineral water source, located in the heart of central Italy, joins the already active water sources based in the North of Italy, San Giorgio in Bosco in the Province of Padova (“in Bosco” water source) and in the South of Italy, Santo Stefano Quisquina in the Province of Agrigento (“Santa Rosalia” water source). Through this distribution of factories across the country, Nestlé Vera mineral water is directly brought to the tables of Italian consumers without being transported over long distances.

The presence of Sanpellegrino Group in Castrocielo not only constitutes a driving force behind social and economic development, but contributes to the creation of shared value for the entire territory at all levels, through continuous cooperation with local institutions. The company’s commitment is realized through the promotion of the outstanding natural and cultural sites that surround Castrocielo.

The first important project to which the group has guaranteed its support, with the collaboration of the University of Salento and the municipality of Castrocielo, is the recovery of the archeological site of Aquinum, a true symbol for the territory that also represents an opportunity for tourism promotion.

Contatti:

Responsabile relazioni esterne Sanpellegrino
Prisca Peroni 02.3197.2307
prisca.peroni@waters.nestle.com

MSL Group – Ufficio stampa Gruppo Sanpellegrino
Antonella Di Fatta – 06 57020338 – antonella.di-fatta@publicisconsultants.it
Daniela Di Pietrantonio – 02 303533.25 – daniela.dipietrantonio@publicisconsultants.it

About Sanpellegrino Group and Nestlé Waters:

Sanpellegrino Group, the Italian division of Nestlé Waters is the leading company in the mineral water and non-alcoholic beverages industry. With a turnover of around 911 million Euros in 2015 (+12.4% vs 2014) and about 1,500 employees, Sanpellegrino exports its products in 145 countries across five continents, gaining credit as ambassador to the Italian style worldwide.
For more information: https://www.sanpellegrino.com/fr/fr

Nestlé Waters, the leader bottled water company worldwide, is the water division of the Nestlé Group. Nestlé Waters has a large portfolio of 50 brands, including Perrier, S. Pellegrino, Nestlé Pure Life/Nestlé Vera and Acqua Panna. Nestlé Waters operates in about 33 producing countries and 93 production facilities with more than 31,000 people worldwide.
For more information: www.nestle-waters.com