



**S.PELLEGRINO LAUNCHES #SUPPORTRESTAURANTS:
A MOVEMENT AIMED AT SUSTAINING THE RECOVERY OF THE GASTRONOMY INDUSTRY**

In such challenging times, S.Pellegrino reconfirms its support to the Gastronomy community and announces a series of initiatives to sustain it, leveraging its network and resources at global level

Over the last 120 years, S.Pellegrino has inspired people to savour life and enhanced tasteful moments around the table, promoting with its unique Italian taste the fine dining culture all over the world.

In such challenging times, when the scenario is forcing the Gastronomy industry to change, S.Pellegrino reconfirms its role of long term partner of culinary community presenting the **#SupportRestaurants Movement**, a tangible recovery plan to stand side by side with the Gastronomy community, working together to help **shape the future of the sector**.

S.Pellegrino aims at contributing to the Chefs' community efforts by **identifying new ways of enhancing tasteful moments at home and at the restaurant**, by **supporting the young chefs' generation** and by **managing immediate economic needs** in order to set the foundations of a 'new normal'.

Stefano Marini, Sanpellegrino Group CEO, says: *"With the #SupportRestaurants Movement, we aim to leverage our resources, our global network and the relationship with our consumers to provide tangible help to as many gastronomic businesses as possible across the world. We want to be close to the gastronomy community now more than ever, in order to get through this unprecedented period of suffering together and contribute to shape the industry of tomorrow in a positive way."*

During the past few weeks, the Sanpellegrino Group has already announced that **S.Pellegrino and Acqua Panna** are contributing significantly to the three-pronged campaign entitled **"50 Best for Recovery"** - which will replace this year's 50 Best events - with the objective to provide financial relief where possible, as well as create and collate helpful resources for restaurant businesses worldwide.

#SupportRestaurants also goes with a real **Manifesto, an emotional video content** that, bringing the whole community together, invites people to play their part and participate in it, contributing actively to get through the current crisis and facilitate the process of the rebuilding of the industry. By joining the **#SupportRestaurants Movement**, everyone has the opportunity to collaborate with all the solidarity actions that S.Pellegrino is sustaining at a global and local level.

All details of the programme will be available on the S.pellegrino webpage <https://www.sanpellegrino.com/> as they are announced, as well as via [Facebook](#), [Instagram](#) and [Youtube](#).



About S.Pellegrino and Acqua Panna

S.Pellegrino, Acqua Panna and Sanpellegrino Italian Sparkling Drinks are international trademarks of Sanpellegrino S.p.A., which is based in Milan, Italy. Distributed in over 150 countries through branches and distributors on all five continents, these products represent quality excellence by virtue of their origins and perfectly interpret Italian style worldwide as a synthesis of pleasure, health and well-being. Founded in 1899, Sanpellegrino S.p.A. is the leading company in the beverage sector in Italy with its range of mineral waters, non-alcoholic aperitifs, drinks and iced teas. As a major Italian producer of mineral water, it has always been committed to enhancing this primary good for the planet and works responsibly and passionately to ensure that this resource has a secure future.

Sanpellegrino S.p.A.

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We Are Social

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