



PRESS RELEASE

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THE ALL NEW RANGE BASED ON STYLE AND ECOLOGY

From January, Caffè Vergnano renews its packaging, focusing particular attention on ecology and the consumer.

Caffè Vergnano renews its packaging, with a new, more modern and stylish look. A new design, that is both attractive and functional: the materials have a low environmental impact and the back of the package, which is full of information, helps the consumer to choose the most suitable product for his/her requirements.



THE RANGE: Caffè Vergnano offers its consumers a wide range of products: Tins of 100% Arabica, various blends for the coffee maker, espresso blend, pods, *Natura* (50% Coffee, 50% Barely) and coffee beans. The new coordinated image, prestigious and unmistakable, is the expression of a well-defined identity, consolidated by its own history and tradition.



ECOLOGICAL COMMITMENT: The attention paid by Caffè Vergnano to the equilibrium of the planet grows on a daily basis. To communicate this commitment we have created "**Caffè Vergnano per l'ambiente**" (Caffè Vergnano for the environment"). the new logo indicates that the packaging has low environmental impact and explains how to dispose of the various materials that make up the package. A commitment that Caffè Vergnano continues to stick to, with the aim of introducing packaging that is increasingly easy to recycle.



CONSUMER INFORMATION: The back of the package shows the **organolectic profile** – a table that helps the consumer to choose the right type of coffee according to preferred aroma and taste – the **description of the blend** – every blend is unique, and therefore the consumer can find precise information regarding the flavour as well as serving instructions – **nutritional information** – increasingly important nowadays, and essential for determining the amount of energy and nutrients contained in the coffee.

For information www.caffevergnano.com

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