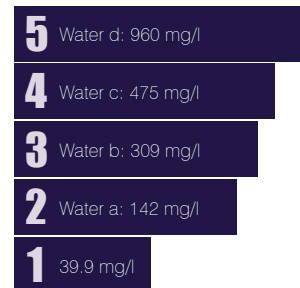


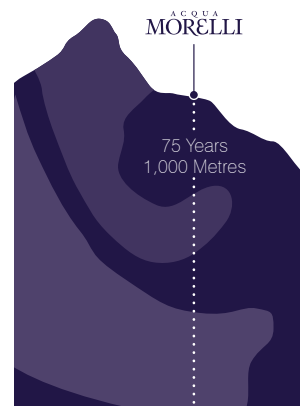
Tracing treasures: blue gold

ACQUA MORELLI Made in Italy

The purest water for the on-trade



Minimal mineral content
ACQUA MORELLI's low mineral content (39.9 mg/l) makes it ideal for the on-trade.



Naturally filtered
ACQUA MORELLI water has a 75-year journey behind it, having passed through numerous strata of rock at more than 1,000 metres above sea level. The layers of rock act as a natural filter system and lend the water its special soft taste.

Over the last ten years, the per capita consumption of mineral water¹ has risen by more than 50 % in the top 20 consumer countries. This development shows that consumers are more selective in their choices and appreciate an excellent mineral water.

ACQUA MORELLI is the mountain water. It stems from the Maritime Alps in Italy and is distinguished by its low mineral content. The spring, discovered in the 18th century, is located 1,000 metres above sea level in the heart of a picturesque beech forest. The area is virtually unspoiled: nature is left to its own devices and is free of any agriculture or environmental influences. This idyllic spring pours forth water with a 75-year journey behind it, having passed through numerous strata of rock that act as a natural filter system.

With its very low mineral content of only 39.9 mg/l, ACQUA MORELLI has an especially soft and pure taste, which harmonises wonderfully with special dishes, choice wines, coffee and cocktails. Compared to other mineral waters, which can contain up to 948 mg/l, the merits of ACQUA MORELLI are clear for all to see: this is water with unique characteristics and in its purest form. The still version is also becoming increasingly popular.

¹European Federation of Bottled Waters



From the origin of Italian nature

"The ground around the spring is covered with beech trees and there is no danger of exposure to adverse environmental influences. This natural spring ensures the especially pure quality of ACQUA MORELLI."

Paolo Nan,
Owner of the Bauda Spring

The Maritime Alps in the Piedmont and Liguria are symbolic of Italy in its natural, unspoiled state. This region is the home of the Bauda Spring, in a natural beech forest close to Ollano. It is here – at the end of its 75-year journey through layers of rock – that ACQUA MORELLI water springs forth at 1,000 metres above sea level, where this premium mineral water reveals its clarity, characteristic pristine freshness and purity.

ACQUA MORELLI has a low mineral content and a very well balanced taste – everything you would expect from an exclusive mineral water. What is more, the true connoisseur can confirm that the excellent quality of ACQUA MORELLI has a beneficial and stimulating effect on the appetite.

ACQUA MORELLI

The Bauda Spring emerges at over 1,000 metres above sea level. This is the source of the special quality of ACQUA MORELLI.

- Remarkably soft taste
- Very low mineral content
- Stimulates the appetite
- Unique bottle design
- Available in the sizes 0.75 l and 0.25 l as a "Sparkling" and "Non-Sparkling" water





The perfect accompaniment to exquisite wine



Connoisseurs who appreciate a good wine can find what they are looking for almost anywhere in the world today. Of course, Italy has always been a special location for winemaking. Generations have dedicated themselves to the art of viticulture, creating wonderful wines year after year. This passion for the grape harvest and winemaking is closely bound up with a passion for high-class mineral waters – like ACQUA MORELLI.

It's no surprise that this passion is reflected in culinary circles. On average, two bottles of water are ordered for every bottle of wine served – reason enough to offer an exquisite water to complement an exquisite bottle of wine. ACQUA MORELLI is virtually mineral-free, which sensitizes the taste buds ready for perfect wine enjoyment.

"The more neutral the water tastes, the better it is suited as an accompaniment to wine. It will not interfere with specific taste components of the wine. If the acidity or the alkaline levels are too dominant, they change the drinker's perception of the wine."

Markus Del Monego,
Master of Wine and World
Champion of Sommeliers of 1998

Source: ZEIT ONLINE July 23rd, 2003

The culinary dimensions of mineral water

"I like a mineral water that can stand up for itself without being too dominant. As an accompaniment to food, it should be low in minerals to avoid dulling the taste of a dish."

Elmar Simon,
Michelin star chef

A glimpse at the kitchen of a master of the culinary art is always something special. In sophisticated cuisine, only the best of the best quality is good enough. This is no less true in New York or London than in Hamburg or Singapore. Subtle preparation of the taste buds is essential to ensure an exquisite culinary experience. The mineral water served as an accompaniment to the menu plays a vital role.

Thanks to its low mineral content, ACQUA MORELLI harmonises wonderfully with evening courses served over a longer period of time. The water is refreshing and will sensitise the palate between courses, yet without affecting the taste of the dishes themselves. ACQUA MORELLI offers every kitchen a premium mineral water of a quality above and beyond even the most stringent requirements.



ACQUA MORELLI: Regular guest in cuisines around the world

- Premium mineral water and essential part of international gourmet restaurants
- Perfect accompaniment to any dish thanks to low mineral content
- Natural, fresh sensitisation of the taste buds
- Unique taste sensation



Success story: in the best company and tradition



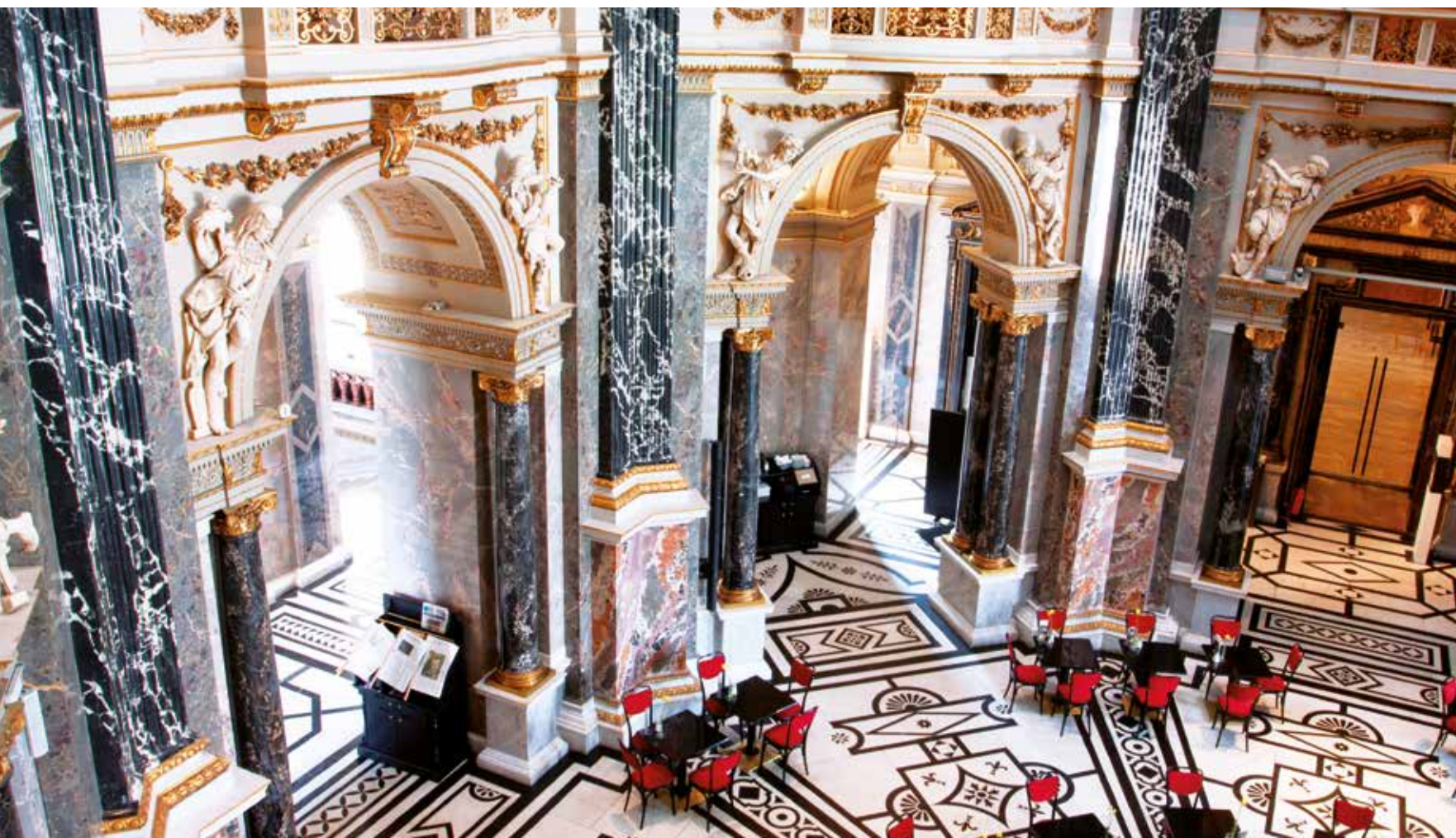
Coffee has a history spanning a thousand years. The beverage is now enjoyed all over the world. 1,736,111 cups of coffee are consumed every single minute around the world. Some countries and cities, such as Italy or Austria, are renowned for their prestigious coffee culture. In the old imperial city of Vienna, you will still find a café on every street corner to this day.

A good half of all coffee drinkers value a good mineral water like ACQUA MORELLI to go with their coffee, and for good reason. Mineral water opens up the taste buds, sensitising the tongue for an optimal taste experience.

¹Kaffee in Zahlen, Vol. 2 2013

“To enjoy your coffee experience even more, an accompanying glass of mineral water is simply a must. You should drink some water beforehand and while you’re drinking your coffee – not afterwards. This allows the full aroma and taste of the coffee to develop so that enjoyment and aftertaste can linger longer.”

André Voigt,
Coffee sommelier
iloucoffee



A most pure and noble combination



"An exclusive mineral water with low mineral content is very important – it's much easier to reset your taste buds before enjoying your next cocktail. A good mineral water low in minerals such as ACQUA MORELLI is also ideal for mixing and fizzing drink creations."

Markus Kern,
German Cocktail Champion of 2012
In-Live Events

It's become a firm fixture in the gourmet scene: the cocktail. Year after year, it comes up with new surprises in the form of new trends and novel creations. International flair is part of the name of many of these cocktails, and mixologists around the globe continue to perfect their craft to conjure up new creations. Many of the artists in this branch of the gourmet business appreciate the importance of a pure mineral water as a means of sensitising the tongue for an optimal taste experience.

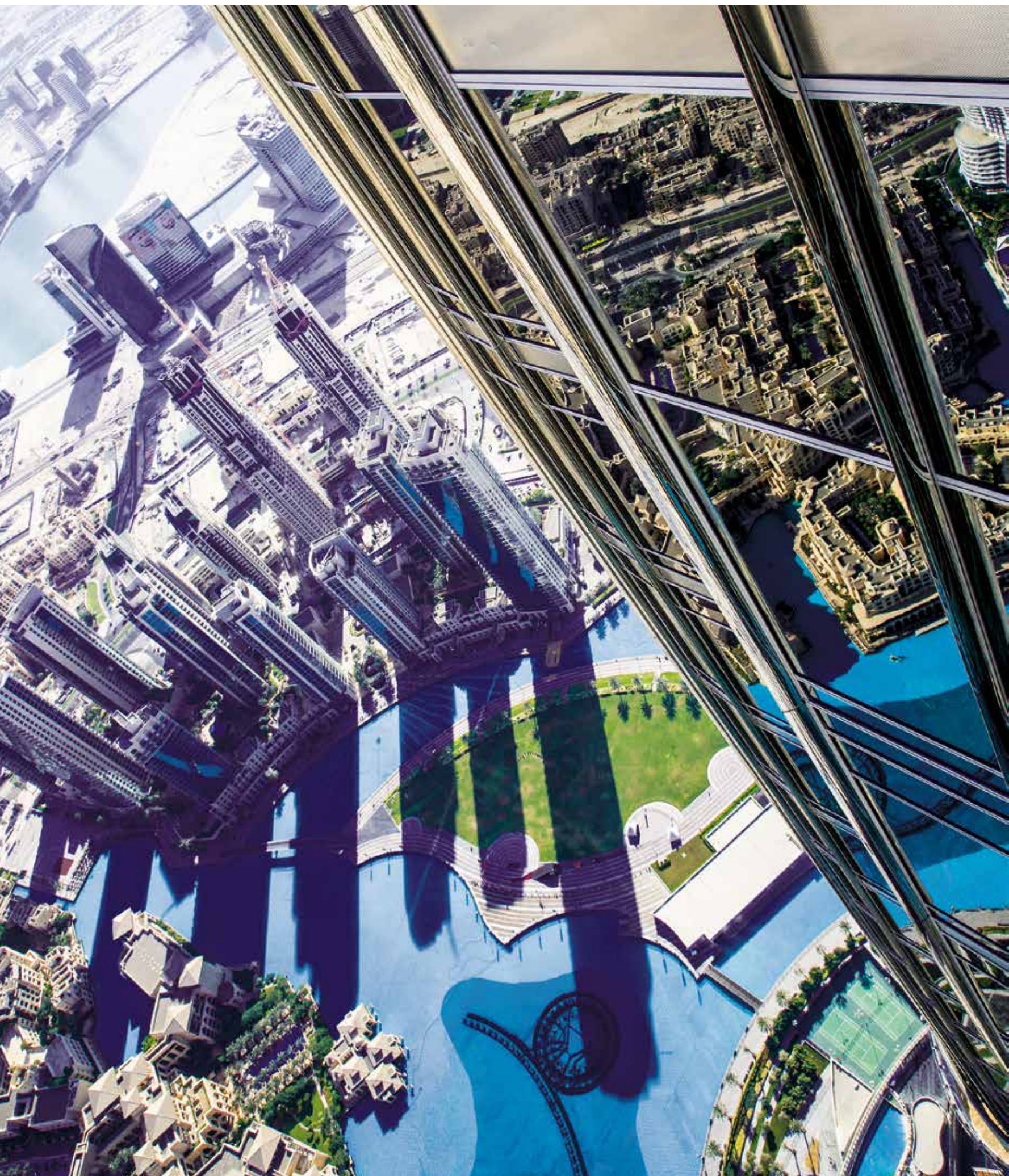
With its remarkable soft taste, ACQUA MORELLI calms and relaxes the taste buds. Ideal for an evening filled with a variety of delightful but diverse taste experiences. The premium mineral water ACQUA MORELLI ensures that all taste nuances remain pure and characteristic – nothing is diluted, nothing altered.



ACQUA MORELLI
"Non-Sparkling" 0,25l



ACQUA MORELLI
"Sparkling" 0,25l



Pure enjoyment as a cultural treasure



Mineral water is a pure natural product and, as such, is subject to stringent requirements. A mineral water is only recognised as a mineral water after passing 200 individual tests to check its purity and quality. This natural product has its roots in many cultures. In Arabian countries it is considered the height of hospitality to offer your guests a glass of mineral water. In regions with such exacting climatic conditions, ACQUA MORELLI is a highly-regarded luxury.

As a premium mineral water, and thanks to its natural filtration processes and unparalleled purity, ACQUA MORELLI is especially refreshing. True connoisseurs value this taste experience – and the number of connoisseurs continues to grow all around the world.

“To eat is for the stomach, to drink is for the spirit and mind.”

Claude Tillier,
French author



ACQUA MORELLI
Sparkling 0.25l

ACQUA MORELLI
Sparkling 0.75l

ACQUA MORELLI
Non-Sparkling 0.25l

ACQUA MORELLI
Non-Sparkling 0.75l

				Cardboard box
24 x 0.25l bottle	12 x 0.75l bottle	24 x 0.25l bottle	12 x 0.75l bottle	Content/Sales unit
6l	9l	6l	9l	Volume
34.6 cm	35.0 cm	34.6 cm	35.0 cm	Length
23.3 cm	26.2 cm	23.3 cm	26.2 cm	Width
20.3 cm	25.0 cm	20.3 cm	25.0 cm	Height
11.8 kg	14.9 kg	11.8 kg	14.9 kg	Weight filled
				cardboard box
2950	2930	2960	2940	Art.-No. (GB/ES)
2952	2932	2962	2942	Art.-No. (VAE)
				EAN-Code
				per carton
				EAN-Code per
				bottle (GB/ES)
				EAN-Code per
				bottle (VAE)

				Euro pallet
Euro pallet	Euro pallet	Euro pallet	Euro pallet	Type
70	60	70	60	Cardboard box per pallet
10	10	10	10	Cardboard box per layer
7	6	7	6	Layers per pallet
4.20 hl	5.40 hl	4.20 hl	5.40 hl	Volume
120 cm	120 cm	120 cm	120 cm	Length
80 cm	80 cm	80 cm	80 cm	Width
157 cm	165 cm	157 cm	165 cm	Height
841 kg	909 kg	841 kg	909 kg	Weight filled
36 months	36 months	36 months	36 months	Maximum durability

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