

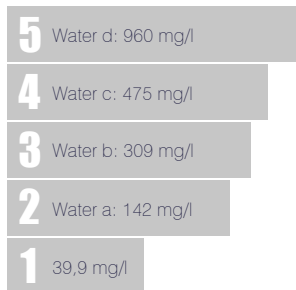


ACQUA  
MORELLI

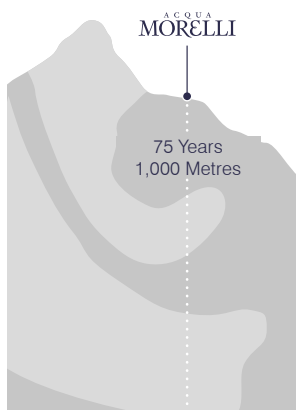
ACQUA MINERALE  
MADE IN ITALY



# 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 water<sup>1</sup> 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.

<sup>1</sup>European Federation of Bottled Waters

Also  
available as  
a high-quality  
PET pack



reddot award  
winner



The dark blue ACQUA MORELLI bottles cannot fail to catch the eye and the attractive exterior highlights the exquisite delights within. The perfect design of this creation won it the coveted Red Dot Design Award.

# 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



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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



„While some mineral waters leave a kind of rough taste in your mouth, ACQUA MORELLI by all means doesn't. In fact, it has a very pleasant and soft profile. Our guests enjoy both the still and sparkling variations.“

Klaus Erfort,  
GästeHaus Klaus Erfort

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

# 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.





(1) BU 1 GRISSINI Restaurant, Köln (2) Restaurant Palmengarten im GOP, Bad Oeynhausen  
(3) GästeHaus Klaus Erfurt, Saarbrücken (4) Ristorante Carmelo Greco, Frankfurt (5) Agata's, Düsseldorf

# Pure quality products are pure cultural heritage



Mineral water is a genuinely natural product and still the most popular non-alcoholic cold drink. In top-of-the-range German in-trade culinary circles, the emphasis has been shifting for some time towards a characteristic mineral water that caters to highly individual tastes. A product that is not simply a necessary accompaniment, but stands out as a culinary pleasure in itself – and satisfies even the most discerning customers.

As a premium mineral water, ACQUA MORELLI undergoes a natural filtration process that guarantees incomparable purity and exceptional freshness. This exclusive gourmet experience in the dark blue bottle is a firm favourite among real water connoisseurs, whose numbers continue to grow steadily in Germany, too.

„Water is essential on any table, and that is why it must also look appealing. I like ACQUA MORELLI because it is Italian, it tastes good, and it looks the part.“

Carmelo Greco,  
Küchenchef Carmelo Greco

# Success story: in the best company and tradition



"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  
liloucoffee

At gourmet restaurants, coffee is much more than simply another hot drink. For a true connoisseur, the pleasure of a good coffee is an integral part of the enjoyment of a meal – whether in form of a harmonious addition to a dessert or as the perfect way to round off a four-course gourmet meal. It is here, in particular, that award-winning restaurants convince their customers with exquisite compositions and unsurpassed quality.

Almost half of all coffee drinkers value an outstanding mineral water like ACQUA MORELLI as an accompaniment to their favourite coffee creation, and for good reason: this exquisite mineral water opens up and sensitises the taste buds, preparing the palate for optimum enjoyment the coffee that follows.



(1) Trattoria & Bar Angelo, Paderborn (2) GästeHaus Klaus Erfort, Saarbrücken (3) Azure Beach, VAE



ACQUA MORELLI  
Sparkling  
0.25l

ACQUA MORELLI  
Sparkling  
0.5l

ACQUA MORELLI  
Sparkling  
0.75l

ACQUA MORELLI  
Non-Sparkling  
0.25l

ACQUA MORELLI  
Non-Sparkling  
0.5l

ACQUA MORELLI  
Non-Sparkling  
0.75l

						Cardboard box
24 x 0.25l glass	20 x 0.5l glass	12 x 0.75l glass	24 x 0.25l glass	20 x 0.5l glass	12 x 0.75l glass	Content/Sales unit
6l	10l	9l	6l	10l	9l	Volume
34.6 cm	37.0 cm	35.0 cm	34.6 cm	37.0 cm	35.0 cm	Length
23.3 cm	29.5 cm	26.2 cm	23.3 cm	29.5 cm	26.2 cm	Width
20.3 cm	23.0 cm	25.0 cm	20.3 cm	23.0 cm	25.0 cm	Height
11.8 kg	17.5 kg	14.9 kg	11.8 kg	17.5 kg	14.9 kg	Weight filled cardboard box

						Europallet
70	56	60	70	56	60	Cardboard boxes per pallet
10	8	10	10	8	10	Cardboard boxes per layer
7	7	6	7	7	6	Layers per pallet
4.20 hl	5.6 hl	5.40 hl	4.20 hl	5.6 hl	5.40 hl	Volume
120 cm	120 cm	120 cm	120 cm	120 cm	120 cm	Length
80 cm	80 cm	80 cm	80 cm	80 cm	80 cm	Width
157 cm	175.4 cm	165 cm	157 cm	175.4 cm	165 cm	Height
841 kg	980 kg	909 kg	841 kg	980 kg	909 kg	Weight filled
36 months	36 months	36 months	36 months	36 months	36 months	Maximum durability



ACQUA  
MORELLI  
PET bottle  
portfolio

ACQUA MORELLI  
Sparkling  
0.5l

ACQUA MORELLI  
Sparkling  
1.0l

ACQUA MORELLI  
Non-Sparkling  
0.5l

ACQUA MORELLI  
Non-Sparkling  
1.0l

				Cardboard box
12 x 0.5l PET	6 x 1.0l PET	12 x 0.5l PET	6 x 1.0l PET	Content/Sales unit
6l	6l	6l	6l	Volume
27.0 cm	22.0 cm	27.0 cm	22.0 cm	Length
20.0 cm	15.0 cm	20.0 cm	15.0 cm	Width
23.0 cm	27.0 cm	23.0 cm	27.0 cm	Height
6.48 kg	6.18 kg	6.48 kg	6.18 kg	Weight filled cardboard box

				Europallet
126	105	126	105	Cardboard boxes per pallet
18	21	18	21	Cardboard boxes per layer
7	5	7	5	Layers per pallet
7.56 hl	6.3 hl	7.56 hl	6.3 hl	Volume
120 cm	120 cm	120 cm	120 cm	Length
80 cm	80 cm	80 cm	80 cm	Width
176 cm	155 cm	176 cm	155 cm	Height
831 kg	668.9 kg	831 kg	668.9 kg	Weight filled
15 months	15 months	24 months	24 months	Maximum durability



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