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FOR IMMEDIATE RELEASE

San Benedetto Mineral Water breaks through the Singapore events scene in 2010

Singapore's elite reach for Italy's premium mineral water brand to quench their thirst at exclusive events.



San Benedetto Mineral Water creates a splash at exclusive events such as the private preview of Verita Advanced Wellness and at Chef's Table

SINGAPORE, 15th December, 2010 – As of September 2010, San Benedetto Mineral Water, one of Italy's top exports, has started making appearances at Singapore's most glamorous and exclusive society events. Visible at everything from fashion to fitness to fine dining events, the distinctive blue label and sleek design quickly became associated with the best happenings. Trendy event-goers looking for an alternative to the usual glass of champagne steadily seem to be turning to San Benedetto.

Since its arrival in Singaporean in 1999, the family-run brand has been making its mark on discerning consumers who appreciate the purity of San Benedetto *Naturale* (still) or the crisp sparkle of the *Frizzante* (sparkling). At events showcasing international fashion brands such as bebe, Warehouse, Skagen Denmark and PANDORA, fashionistas stayed fresh by sipping on Italy's favourite mineral water. The design and ease of the

small glass bottles allowed San Benedetto to serve as perfect accessories at these events.

The brand has also made an impression on the health-conscious crowd at the private preview of Verita Advanced Wellness, Singapore's largest holistic wellness center. A classic favourite in Venice, San Benedetto originates from the glaciers of the Dolomites and is drawn from over a thousand feet below ground level to ensure that all original features are unchanged and unadulterated. As the water meanders and trickles through the glaciers of northern Italy, it attains unique mineral properties such as calcium, magnesium and potassium - all essential to maintain good health. Interestingly enough, it is naturally balanced to a pH value of 7.3, closely matching the human pH value of 7.6 for optimum benefits. Far from being just 'water', San Benedetto finds the challenging balance of natural minerals, refreshing taste and generations of nature's purest offerings.

The unique mineral properties of San Benedetto create a clean taste that easily complements a large variety of food and wines. This year alone, it has graced everything from the lively tabletops of themed dinners, to the slick bartops of intimate cocktail parties, to the VIP setting of Chef's Table - a special event featuring chefs from Le Figue and Private Affairs restaurants. While some may claim that water is just water regardless of the existence of minerals, variances *are* discernible upon closer observation - fact is these differences have the potential to make or break a meal. When pairing water and food, carbonation levels in bottled water actually influence taste as much as a selection of wine can. The brand's *naturale*, has been known to complement delicate dishes such as fish, whilst the effervescence of *frizzante* makes a better companion to dishes with strong flavours and proteins such as steak.

Such effects of H₂O on cuisine have triggered an emerging number of diners who are thinking twice about rejecting that 'bottled' water servers always seem to push. With the ultimate potential to make a culinary affair just that much better, San Benedetto will be making its way on to every dining table in 2011.



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