



# SPAFID CONNECT

Informazione Regolamentata n. 1039-2-2020	Data/Ora Ricezione 13 Gennaio 2020 09:48:20	MTA
---	---	-----

Societa' : ENERVIT  
Identificativo : 126570  
Informazione  
Regolamentata  
Nome utilizzatore : ENERVITN03 - Raciti  
Tipologia : REGEM  
Data/Ora Ricezione : 13 Gennaio 2020 09:48:20  
Data/Ora Inizio : 13 Gennaio 2020 09:48:21  
Diffusione presunta  
Oggetto : CS Team Trek

*Testo del comunicato*

Vedi allegato.

**ENERVIT**  
**together with Trek-Segafredo for the next three years**  
**as Official Nutrition Partner**

*A prestigious new collaboration for the leading company in Italy  
in the field of sports nutrition and supplements*

Milan, 13 January 2020 – **Enervit** is proud to announce an important three-year partnership with **Trek-Segafredo** as **Official Nutrition Partner**. Enervit, the leading company in Italy and one of the main European players in the sports nutrition and supplements sector, has always had a leading role in the world of professional cycling.

This is the start of an exciting new chapter for Enervit, together with the women's and men's teams in the Trek-Segafredo family owned by Trek Bicycle Corporation, whose ranks as of this year will include the celebrated champion **Vincenzo Nibali** and **Mads Pedersen**, who at only 24 years has just become World Champion, and numerous new talents who have already made a name for themselves on the international cycling scene, including **Giulio Ciccone**, yellow jersey in the latest Tour de France.

**Paolo Calabresi, Enervit Marketing Director Sport&Fitness**, says: *"We are proud to support this world-class team and to make available to athletes all the expertise and experience we have gained in more than 40 years side by side with the great world and Olympic champions and various record holders, in both individual and team sports. We are really looking forward to sharing our sporting vision with the Trek-Segafredo Team, working together towards the next competitive goals"*.

**Luca Guercilena, General Manager at Trek-Segafredo**, says: *"Our team is always looking for partners capable of sharing passion, competence and desire to grow. The improvement of performance passes through solid and reciprocal collaborations, especially in a delicate and constantly evolving area such as sports nutrition. In this, Equipe Enervit expertise is one of the best in the world and we are very happy to have their support during the upcoming seasons"*.

Enervit has worked for many years with the Italian Cycling Federation, as the Official Nutrition Partner of all the National Cycling Teams and Sponsor of Italy's blue jerseys, and with this agreement it further strengthens its presence and visibility in the great sport of cycling.

Besides FCI, Enervit is a partner with various sports federations, like the FISU, Italian Winter Sports Federation, and as the official supplier for Nordic Ski teams. Additionally, Enervit is IRONMAN® European Tour Official Nutrition Partner.

[www.enervit.com](http://www.enervit.com)

**ENERVIT**

Enervit S.p.A. is a company operating in the sports supplement and functional nutrition market, through the research, development, production and marketing of foods and supplements for people who practise sports and are wellbeing-conscious. Founded over fifty years ago, it is Market Leader in Italy and exports to various European and non-EU countries.

There are two main product lines: the first is for Sport & Fitness, and the second is aimed at the world of Wellness. A distinguishing feature of this company, which has been listed on the Milan Stock Exchange since 2008, is the production process that goes into creating its products. Everything, from design to experimentation, from development to production, not to mention marketing, communications and distribution, is carried out within the company, so as to guarantee the highest level of quality. The headquarters are in Milan, while the two production plants are located in Zelbio and Erba, among the hills close to Lake Como, in order to guarantee the highest level of quality.

The company is certified UNI EN ISO 9001, UNI EN ISO 14001, BRC, and IFS. The group has over 200 employees and a turnover - as of 31 December 2018 - of 61.2 million euros through its four Business Units: Italy Business Unit; International Business Unit; Third Party Processing Business Unit; and Direct POS Business Unit.

**Enervit S.p.A. Media Relations**

Matilde Pozzi - T. 02 48563.254 - M. 344.1902350 - m.pozzi@enervit.com

Fine Comunicato n.1039-2

Numero di Pagine: 3