



SPAFID
CONNECT

Informazione Regolamentata n. 2195-82-2021	Data/Ora Ricezione 27 Settembre 2021 07:12:30	MTA - Star
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Societa' : NEWLAT FOOD
Identificativo : 152189
Informazione
Regolamentata
Nome utilizzatore : NEWLATN01 - Pisoni
Tipologia : REGEM
Data/Ora Ricezione : 27 Settembre 2021 07:12:30
Data/Ora Inizio : 27 Settembre 2021 07:12:31
Diffusione presunta
Oggetto : Press release - Granfetta spot

Testo del comunicato

Vedi allegato.



A multibrand company

Head office: Via J. F. Kennedy, 16 – 42124 Reggio Emilia – Telephone: 0522.7901 Fax: 0522.790266
Share Capital € 43,935,050.00 fully paid-up – Economic and Administrative Index of Reggio Emilia (REA) no. 277595 – VAT and Tax ID 00183410653
Company subject to management and coordination by Newlat Group S.A. pursuant to articles 2497 et seq. of the Italian Civil Code.

PRESS RELEASE

GRANFETTA COMMERCIAL AIRS ON TV

Reggio Emilia, 27 September 2021 – Newlat Food S.p.A. (“Newlat Food” or the “Company”) announces that from the **26th of September a new commercial for the relaunch of its iconic Granfetta® rusks** – the Italian breakfast staple loved by all – will air on all Mediaset channels for a period of four weeks.

This commercial is the first step of a communication campaign aimed at pushing the product’s brand awareness, characterized by its iconic round shape and its fragrant texture. The commercial, with a fresh and fun tone, plays on the repetition and explanation of what exactly the particularities that characterize this rusk are, making it clear why it deserves to be called a "gran fetta" (meaning “great rusk”). The campaign will be extended to major media platforms such as Facebook, Instagram, Youtube, a website dedicated to the product, food websites and radio.

Angelo Mastrolia, Executive President of Newlat Food, announces: “This commercial is only the first step of a series of activities that will involve the Granfetta® brand in the coming months, with the aim of relaunching the entire range among retailers and consumers.”

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This press release is available on the Company’s website www.newlat.it and on the authorized storage mechanism eMarketstorage at the following address www.emarketstorage.com.

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FOR MORE INFORMATION:

Investors

Benedetta Mastrolia

Newlat Food Investor Relator

Mob. +393319559164

investors@newlat.com

Press Office

Roberto Stasio

Barabino & Partners

Tel. 010/2725048

Mob. +393355332483

r.stasio@barabino.it





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Alice Brambilla

Barabino & Partners

Tel. 02/72023535

Mob. +393282668196

a.brambilla@barabino.it

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The Newlat Group

The Newlat Group is a relevant multinational, multi-brand and multi-channel player in the Italian and European agri-food sector, having a large portfolio of products and brands well known in Italy and internationally. The Newlat Group holds a consolidated positioning in the Italian and German markets and sale products in more than 60 countries. The Newlat Group is mainly active in the pasta, dairy, bakery and special products sectors, and in particular in the health & wellness, gluten free and baby food sectors.

For more information, visit our website www.newlat.it.



Fine Comunicato n.2195-82

Numero di Pagine: 4