



# MANGIATORELLA

Italian Natural Mineral Water  
*Since 1904*



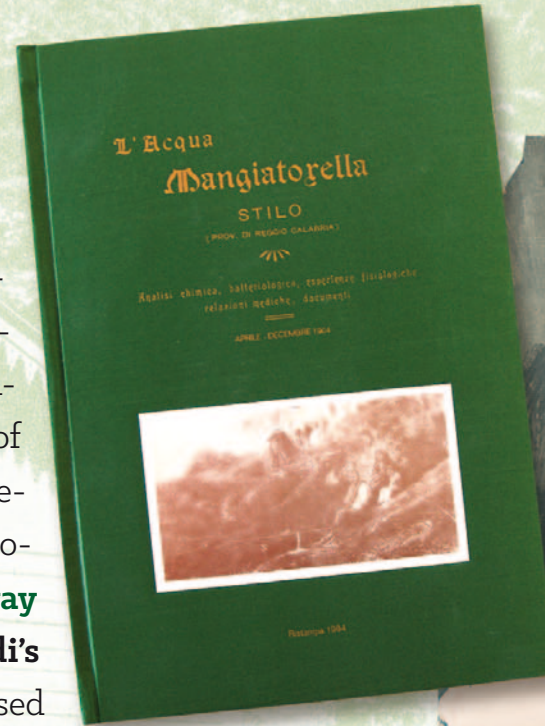


## History

# “ONCE UPON A TIME”: THE WATER BETWEEN LEGEND AND HISTORY

The legend goes back over **two hundred years** to the discovery of the *Mangiatorella* spring and its healthy virtues. The real history of Mangiatorella water, and the idea of bottling and marketing the precious liquid with its health-promoting properties, **began way back in 1904**, when **Garibaldi's general Achille Fazzari** used his excellent social connections to tell celebrated characters all over the world about Mangiatorella water and established its first bottling room: a spa hospital for curing people suffering from chronic diseases, where he also began selling 20 litre demijohns and 1 litre bottles of water.

In early 1900, thanks to the studies carried out by Prof. Gauthier of the Naples University,



Early 1900's snapshots, from above:  
Ferdinandea, portrait of Tommaso  
Campanella, King's official visit,  
main street in Stilo.  
Big illustration on the left:  
poster from 1930





Achille Fazzari demonstrated to the court of Naples that Mangiatorella water was “five times more efficient as to lightness and diuretic properties” than the competitor Fiuggi.

In 1903, Prof. Gauthier of Naples gave its opinion on Mangiatorella water, here is what he wrote:

Mangiatorella water is fresh, clear, odorless, colorless and tasty. **It is very poorly mineralized, containing just 63 milligrams of minerals in one liter and of these a little more than 20 milligrams are silica.** The presence of large amount of silicon dioxide and the low mineralization distinguishes this water from all others, Italian and Foreigners.

- It may be used for:
- 1) Uric diathesis and its various manifestations: gallstones, gout, chronic rheumatism;
  - 2) Catarrh of the stomach and intestine;
  - 3) Congestion of the liver and spleen;
  - 4) Anemia and chlorosis;
  - 5) Nervous affections and depression;
  - 6) Chronic malarial.



1



2



3



5



4



6

1, 2: Mangiatorella di Stilo, 1904; 3, 4: Ferdinanda, 1933;  
5: Achille Fazzari; 6: early 1900's greeting card.  
Opposite page: 1970's packaging





# PURE WATER FROM PURE MOUNTAINS



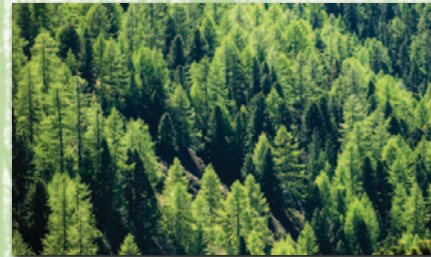
## Land

**M**angiatorella spring is located within a vast, fascinating and **uncontaminated forested landscape**.

Mangiatorella aquifer is precious because made up of **rare crystal rocks** and specifically granite which gives the water a **low mineralization** and **relatively high silica content**.

The mountains where Mangiatorella comes from are in **Southern Italy**, inside the “Serre Calabre” area, in the heart of Calabria.

The spring is located at **1200 mt above the sea level**.



*A perfect synthesis of History and Nature:  
[click here to be “on site” with GoogleMaps](#)*







ONE OF THE  
LIGHTEST  
MINERAL  
WATER IN  
THE WORLD

### Total Dissolved Solids (TDS) classification

Rich Mineral  
Content

>1500 mg/L

Middle Level  
Mineralization

500>1500 mg/L

Low  
Mineralized

50>500 mg/L

Minimally  
Mineralized

0>50 mg/L

MANGIATORELLA  
68.4 mg/L

### International brands comparison

Brand	TDS mg/L	Hardness °F	Nitrate mg/L	Sodium mg/L	pH
MANGIATORELLA	68.4	2.2	0.11	9.8	6.07
Fiji	210	132	0.62	18	7.5
Evian	357	n.d.	3.8	5	7.2
Volcic	109	n.d.	6.3	9.4	7
Hildon	312	n.d.	6	7.7	n.d.
San Pellegrino	1109	n.d.	0.45	43.6	7.7
Panna	144	10.9	4.3	6.3	8.1

Source: <http://mineralwaters.org>

✓ Mangiatorella has a **very low TDS** which is optimal for **daily consumption**.



✓ Mangiatorella **low hardness** (calcium and magnesium levels) testifies its low TDS which makes the water **soft and easy to drink**.

✓ The **very low level of nitrate** in Mangiatorella water testifies the **protected and absolutely uncontaminated environment** where the spring is located.

✓ The **very low Mangiatorella sodium content** has proven itself to be **very useful in diets** requiring low amounts of this elements. A low level of sodium prevents and controls hypertensive conditions.

✓ The **balanced pH** value gives Mangiatorella water a **very pleasant taste**.

MANGIATORELLA  
OLIGOMINERALE

A MINERALE NATI





Real benefits

# MANGIATORELLA: HEALTHY!

## Better for its lightness

Mangiatorella has an optimal TDS (Total Dissolved Solids) of 68,4 mg/L, making it one of the lightest mineral water in the world. Due to its lightness, Mangiatorella can be easily introduced in the organism and it is ideal for daily consumption.

## Better for its taste

Mangiatorella taste is pleasant and balanced due to its mineral composition: low sodium, high silica, pH 6. Mangiatorella is superb as companion of fish and vegetables dishes.

## Better for its properties

Through studies and scientific experiments, doctors have confirmed the healthy Mangiatorella properties and their beneficial effects on the human body. Mangiatorella water helps to eliminate the toxins accumulated in the organism and it is suitable for those who suffer from hypertension, water retention and kidney problems.

## Better in childhood diet

Mangiatorella is one of the preferred mineral waters for newborns and young children. Its use in neonatology is recommended as it helps to prevent problems associated with the formation of carbon dioxide.



Thanks to its recognized organoleptic characteristics, in 2012 the magazine **Altroconsumo** ranked Mangiatorella as **“Number 1 Mineral Water in Italy”**.  
(Click here to read issue.)



WHEN  
LINES ARE  
NATURAL  
& CLASSY

### ITALIAN DESIGN

The products are designed to be used within the catering industry to meet its specific needs in terms of style and impact on the table. This is, in fact, *Made in Italy*..

### FLAVOUR

Sommeliers and chefs recognize Mangiatorella flavour as a perfect food & wine companion.







*Ho.Re.Ca. PET Range*

## A PLASTIC BEAUTY



### STYLE

The typical class and beauty of the Italian personality are guaranteed on the table by unique design of bottles and labels.

### RANGE

Mangiatorella offers a complete range of all PET sizes dedicated to catering, allowing for the recovery of bottles, greater convenience and practicality, and important energy savings.





# ALWAYS WITH YOU

## IMPACT & SERVICE

Segmentation of products is divided into more than 30 references to cover every requirement of consumption, both at home and in mobility, of different target consumers—all however share high expectations of quality, organoleptic and that of service—. Mangiatorella unique bottles have ergonomic lines and modern, elegant labels that distinguish them.

150 cl

200 cl

50 cl

50 cl sport

33 cl

Tea 150 cl

Peach

Lemon

## HANDY AND IMPRESSIVE

The bundles from 6 bottles to family, allowing ease of taking and exposure in the normal trade, are designed to capture the attention of the consumer, highlighting with elegance the unique characteristics of Mangiatorella water.







## GENERAL TECHNICAL SPECIFICATIONS

Product	Case material	Bottles per case	Case dimensions (cm) BxHxP	Standard 80x120 pallet *		Channel
				Cases per Pallet	Pallet weight (kg)	
1 L Still Glass	Carton Box	12	27x31.5x36	45	994	Ho.Re.Ca.
1 L Sparkling Glass	Carton Box	12	27x31.5x36	45	994	Ho.Re.Ca.
0.75 L Still Glass	Carton Box	12	26x27.5x35	50	905	Ho.Re.Ca.
0.75 L Sparkling Glass	Carton Box	12	26x27.5x35	50	905	Ho.Re.Ca.
0.5 L Still Glass	Carton Box	20	30.5x24.5x38.5	56	928	Ho.Re.Ca.
0.5 L Sparkling Glass	Carton Box	20	30.5x24.5x38.5	56	928	Ho.Re.Ca.
2 L Still Pet	Shrink Film	6	26x33x17	76	950	Normal trade
1.5 L Still Pet	Shrink Film	6	25x31x16	105	998	Normal trade
1 L Still Pet	Shrink Film	6	23x29x15	125	812	Normal trade + Ho.Re.Ca.
1 L Sparkling Pet	Shrink Film	6	23x29x15	125	812	Normal trade + Ho.Re.Ca.
0.5 L Still Pet	Shrink Film	12	18x21x24	133	865	Normal trade
0.5 L Sparkling Pet	Shrink Film	12	18x21x24	133	865	Normal trade
0.33 L Still Pet	Shrink Film	12	24x17x18	171	763	Normal trade
0.33 L Sparkling Pet	Shrink Film	12	24x17x18	171	763	Normal trade
0.50 L «Sporting» Pet	Shrink Film	12	18x21x24	133	865	Normal trade
1.5 L Lemon Tea Pet	Shrink Film	6	25x31x16	84	798	Normal trade + Ho.Re.Ca.
1.5 L Peach Tea Pet	Shrink Film	6	25x31x16	84	798	Normal trade + Ho.Re.Ca.
0.5 L Lemon Tea Pet	Shrink Film	12	18x21x24	133	865	Normal trade + Ho.Re.Ca.
0.5 L Peach Tea Pet	Shrink Film	12	18x21x24	133	865	Normal trade + Ho.Re.Ca.

\* The exact composition of 20' and 40' container is subject to different container type.



# A RELIABLE COMPANY FOR LEADING BRANDS



 **MANGIATORELLA**

**Cavagrande**

  
Sorgente dell'Etna  
**ACQUAROSSA**

  
**HIDRIA**

## **Leading Italian Bottled Water Group**

Mangiatorella Group is one of the most important bottled water company in Italy. The group is market leader in Southern Italy.

## **Multi-Brand**

Mangiatorella Group owns 3 modern mineral water plants located in Calabria and Sicily. Its brands are *Mangiatorella*, *Cavagrande*, *Acquarossa* and *Hidria*.

## **Multi-Channel**

Mangiatorella Group offers a complete range of products for both the Ho.Re.Ca. and modern retail channels.

## **Management**

Mangiatorella Group achieves an annual turnover of Euro 20 Mln, thanks to a successful management composed by the same people since 1976 and the fruitful collaboration of more than 80 employees, which

the Group has always considered as a big family.

## **Volumes**

Mangiatorella Group has a volume of sales of 200 million liters per year.

## **Export**

Mangiatorella Group products are exported into the US, Canada, Malta, Australia, Japan, China, UK, UAE.

## **Environment**

Mangiatorella Group has developed a **photovoltaic park, first in Europe**, used to power the entire *Acquarossa* and *Hidria* plants with solar energy.

To respect the environment and therefore to contribute effectively to the protection of these natural beauties, Mangiatorella has decided to feed its production activities by the use of electrical energy from renewable sources.



## CONTACTS



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