

## New award for Precious, the new Lauretana bottle signed by Pininfarina

Turin, November 6th 2015 –**Precious**, the new result of the collaboration between Lauretana and Pininfarina, won the prize for the **best packaging of the international product in the Beverage category**, assigned on the occasion of the Anuga Awards, the awards referred to the Made in Italy excellence.

The bottle had already been awarded as **the best of the internationally famed waters** and gained two stars –prize stating its origin and the authenticity of the true Made in Italy – on the occasion of the **Bellavista Award**, the prize organized by the greatest event in UK dedicated to Italian food & wine.



Precious –**33 cl bottle** made of disposable glass – is a little jewel of design. The essential and pure lines of the bottle enhance the **purity** and **lightness** of the water, features that make it unique. The bottle Lauretana by Pininfarina 75 cl has been conceived to be part of the offer of the best restaurants in the world, to satisfy with elegance any need on the table. Thanks to its naturalness is chosen by the best chefs from New York to Dubai, passing through Shanghai.

*“We are really proud of the new award assigned to Precious”* affirms **Paolo Pininfarina**, Chairman of the Group. *“It is a further recognition of the value of the results reached together with Lauretana, partner that shares with*

*us the continuous search for excellence”*.

### Contatti:

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