



PITTI TASTE – Florence, Fortezza da Basso, 8/10 February 2025

## **Fonte Plose and Pitti Taste: born under the sign of taste**

**Light and healthful, Acqua Plose comes from high up in the mountains and will once again be the official mineral water of Pitti Taste. It has been selected to accompany visitors and exhibitors as they follow the pathway through the excellences of taste.**

**The public can also try the other products in the BioPlose and Alpex lines at the stand of the company from Alto Adige.**

*Milan, 13 November 2024* – Pitti Taste returns to Florence from 8 to 10 February. The Pitti Immagine fair-event is dedicated to the excellences of taste and food lifestyles, where **top class gastronomy enthusiasts and professionals get together to discover up-and-coming products and trends, artisans and distinctive Italian products.**

Acknowledging the theme chosen this year by Pitti Taste, “Born under the sign of taste” we can say that the union between Taste and Fonte Plose was truly born under a lucky star over 10 years ago. Since then, the event has become a regular fixture for the company based in Alto Adige. Ever since it made its debut as the **preeminent technical sponsor**, it has never missed an edition, continuing to make its best selection of products available to visitors, products which have become the ideal companions for the exclusive food and wine specialties offered for tasting.

In addition to offering Acqua Plose mineral water to the speakers, journalists, guests and exhibitors at the various presentations and other scheduled rendezvous, Plose confirms that it will have **three booths dedicated to the consumption of Acqua Plose. This will be an exclusive Pitti Taste service** which, seen within the context of tasting sessions involving foods and wines of excellence, indicates a level of **sophistication** in the choice of a mineral water of similar quality that is light with a smooth taste, perfect for exalting flavors without covering them.

With a fixed residue of just 22 mg/l and a very low hardness level (1.3 F), **Acqua Plose is one of the lightest high altitude mineral waters in the world.** Its pH of 6.6 is ideal for being assimilated by the human body and, compared with the average values of other mineral waters on the market, it has a very high oxygen content, equal to around 10 mg/l. These are the main characteristics which have won over visitors to Taste and which continue to convince clients to consume this water every day.

**100% natural, organic, with no added sugar, preservatives, colorings and GMOs, bottled exclusively using glass** and also available for tasting at the Plose booth will be the **BioPlose iced**

**teas and juices**, as well as the **BioPlose organic sparkling drinks**, genuine delicacies to be savored one at a time in order to discover the product that best suits your venue, pastry store, hotel or Spa.

**ALPEX– SUPREME TONIC WATERS** is the Fonte Plose line created for mixologists, complete with tonic waters and other premium soda beverages to be used on all the top-level bar counters. Their strong personality offers sector professionals an alternative to the “great classics” to be found on the market. Exclusive tonic waters of the highest quality guaranteed by the experience in the sector of this company from Alto Adige: Indian Dry Tonic Water, Italian Taste Tonic Water, Ginger Beer, Ginger Ale, Soda Water and Bitter Lemon.

**Don't forget to try the trio of ready-to-drink non-alcoholic aperitifs:** Alpex Spritz, Alpex Hugo and Alpex G&T. An **original, fast and alternative solution for flavorful non-alcoholic aperitifs.**

To find out more: [www.acquaplose.com](http://www.acquaplose.com) and [www.alpexdrinks.com](http://www.alpexdrinks.com)

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Fonte Plose products can be found in different formats in non-returnable and /or returnable glass bottles. They are sold in specialist organic stores, gourmet delicatessens as well as restaurants, bars and pastry/cake shops. For more information about the sales team active in your area, go to <http://www.acquaplose.com/trova-plose/> or write to [info@acquaplose.it](mailto:info@acquaplose.it) ).

Press contacts:

Fonte Plose Press Office: [Giulia Camilla Wagner - Cell. +39 338 9694012 - \[Giulia.wagner.plose@horecanetwork.it\]\(mailto:Giulia.wagner.plose@horecanetwork.it\)](#)