
NYNY - Acqua Smeraldina to Promote Artesian Water at Prestigious New York City Events

<http://www.smeraldina.us/>

<http://www.tastingsnewyorkcity.com/>

<http://www.ihmrs.com/attendee/>

(New York, NY) Acqua Smeraldina will participate in two exciting and high-profile trade shows in New York City in November as part of a campaign to introduce its premium pure artesian water to New Yorkers. In addition, the company will reach out to New York restaurants to promote its renowned sparkling and still waters.

Acqua Smeraldina will participate in Cook. Eat. Drink. Live. November 6-8 at the Tunnel/La.Venue, 608 W. 28th St., in New York City. The show, which is open to the public, is a foodie's paradise. This tasty three-day event will feature a large sampling of gourmet food and beverages, as well as appearances from world-renowned chefs and industry experts including Chef Jean-Louis Dumonet, television personality Ted Allen and Epicurious.com Editor-in-Chief Tanya Wenman Steel.

Visitors to Cook. Eat. Drink. Live. will not only indulge their senses with delectable food and the world's finest beverages, they will also learn what goes into a great meal, discover the ingredients that help create delicious dishes, and learn tips and trends to make the most of the upcoming holiday season.

Acqua Smeraldina's pure premium artesian water will be featured at Cook. Eat. Drink. Live. at a pavilion sponsored by Gruppo Ristoratori Italiani (GRI), a nonprofit association that promotes an awareness of fine, authentic Italian cuisine.

Acqua Smeraldina will also participate in the International Hotel/Motel & Restaurant Show November 8-10 at the Javits Center, 655 W. 34th Street, in New York City. The industry trade show will feature the latest products and industry trends and will include seminars and networking events for participants. This exciting and informative event, which is expected to draw 35,000 industry professionals, will feature exhibitors from all sectors of the hospitality industry including food and beverage, equipment, furnishings, linens, technology, amenities and tableware, among others. In addition, the show will feature product launches from more than 1,000 exhibitors.

Among the 35,000 attendees at the International Hotel/Motel & Restaurant Show will be lodging and restaurant owners and operators, as well as catering and specialty food service establishments, owner groups, purchasing companies, design firms, equipment dealerships, resorts, casinos and more. These attendees represent the most influential buyers in the industry.

At both the International Hotel/Motel & Restaurant Show and Cook. Eat. Drink. Live., Acqua Smeraldina will showcase its elegant and sophisticated glass and plastic bottles, which were recently redesigned. Acqua Smeraldina's president,

Mauro Solinas, who is based in Sardinia, will attend both shows.

As part of Acqua Smeraldina's New York campaign, the company plans to send letters to more than 100 New York restaurants promoting its pure artesian water. Ten restaurants have also been designated to receive bottles of Acqua Smeraldina.

"Acqua Smeraldina is growing, and presenting ourselves to the New York market is a priority," says Giuseppe Pinna, vice president of the Smeraldina Corporation. "The State of New York Department of Health recently granted Acqua Smeraldina a Certificate of Approval to Operate a Bottled Water Facility. Only about five Italian bottled water companies are Certified with the State of New York, and we are proud to be among them."

Acqua Smeraldina natural artesian water is available in the United States through the recently opened distribution centers in Chicago and New Jersey. Additional centers will open soon in Miami and Los Angeles. Smeraldina bottled water comes from Sardinia, a small Italian island located in the center of the Mediterranean Sea. Sardinia is considered a "blue zone" because of the number of residents who live active lives past the age of 100. Smeraldina water is filtered for 200 years through the granite rocks of Gallura in an underground aquifer 1,000 feet under the Mountain of God. Numerous doctors and experts recommend Smeraldina Natural Artesian water for its perfect balance of sodium, chlorides and bicarbonates, which help to correctly maintain arterial blood pressure, and for its diuretic properties. For more information, please contact Giuseppe Pinna, vice president of the Smeraldina Corporation, at 414-732-6501 or visit Acqua Smeraldina.

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Acqua Smeraldina

Cook. Eat. Drink. Live.

International Hotel/Motel & Restaurant Show