

HoReCare restarts full blast on the web.

Birra Italia presents its new website, a fresh, bubbling web space dedicated to those with a thirst for novelty and excitement.

www.birraitalia.it is the website where you can experience on line the taste of one of the greatest Italian passions. Birra Italia's new website offers visitors a rich world of information, ideas and ways to have fun, and gives you the chance to savour all the emotions of a brand that made "being Italian" its banner.

Get to know the brand's history and its values, gather information on branded products and materials, discover news and interesting facts about beer, but also play and participate on line in exclusive games like predicting who's going to win the World Cup and other competitions: all this on Birra Italia's new website, redesigned and improved like our new bottle design.

With fresh, captivating graphics, easy and intuitive to navigate, the new website leads visitors into a totally Italian world starting with the opening animation, where a series of masterpieces and icons from the "Bel Paese", like the Gioconda, the Colosseum and Michelangelo's David reflect off the Birra Italia bottle.

Then you enter the "Italian blue" space – the brand's same color – where Italian passion continues to dominate the scene, coming to life in beer's socializing values. In fact on the home page, Birra Italia leads a series of scenes representing the pleasure of getting together, united by that national feeling that especially for certain sports events, manages to bring everyone together in front of the screen, all over the world.

The home page also gives a general overview of the website's contents: a frothy headline hosts the main menu, with titles including **history, production, references, merchandising material** and **brand activity**; the second level on the right contains items such as **interesting beer trivia, entertainment** and advice on **responsible consumption**.

In this section for example, you can discover the best way to savour this drink, one of the world's favorites, or learn how to use it in cooking with tasty and original recipes.

Then by clicking on the banner "**Play with Birra Italia**", everyone can have fun by trying their hand in front of the goalie and challenging their friends to the last penalty kick, joining in an exciting on-line championship.

For the **2010 FIFA World Cup**, Birra Italia has chosen to accompany fans not only



by refreshing them while they're watching the match, but even virtually; there will be a special section in the website with **a calendar of matches** and the possibility to give boredom a kick and **try your luck at predicting the final scores** of the most important matches, to accumulate points and stand on the podium next to the experts.

Finally, with our links to the main **social networks**, the website enhances the value and reinforces the group spirit of Birra Italia, which with every sip and every click offers the pleasure of a unique experience.

***Birra Italia** is a premium national beer, produced since 1906; thanks to **HoReCare's** investment, now the brand's owner and beverage specialist for Horeca, Birra Italia is able to continue as a great classic, a product that stands out for its tradition, modernity and Italianness, highly prized outside of Italy as well.*

For information

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