



Company Profile

Cedea • Dolomites' Luxury Mineral Water

Celeste





The Mineral Water Hidden in the Heart of the Dolomites

The Dolomites are a territory of extremely high value.

Recognized worldwide and awarded by UNESCO as World Heritage Site.

They simply are a stunning expression of Mother Nature, majestic symbol of ancient pureness, beauty and uniqueness.

The area is ruled by a local ancient ethnic people that inhabited the Dolomites for fifteen centuries, the Ladins. They preserve and defend the nature and its resources.

Cedea mineral water spring was recently discovered right in the heart of the Dolomites.

It's the only mineral water source in the area, located at the feet of the Marmolada Mountain, aka the Queen of the Dolomites.

This high quality water has exceptional features.

It was called **Cedea**, after the Goddess of Water and Life of the local legends.



About CedeA



The Dolomites are mountains of a fantastic scenery, unique on the planet. They are in the north-east of Italy, between the Austrian border and the most northern regions of Italy, mainly the one called Trentino Südtirol.

The birthplace of CedeA is in the deep core of the Dolomites. It's the only mineral water spring at the feet of Her Majesty Marmolada the Queen, the Dolomites' highest mountain.

The CedeA factory is located in Alba di Canazei, the highest Ladin village of the enchanting Fassa Valley, at 1500 metres above the sea (over 4900 ft).

The famous and historical CedeA's village has a small population that amounts to about 18 hundred people. It's ruled by the ancient laws of the local Ladin culture, protecting the Dolomites area and the rich nature of their paradise.

In line with the culture of its self-governing Ladin area, CedeA is an artisan business delicately set into the natural environment.

The little exploitation of its spring allows CedeA to reach the maximum sustainability, with no impact on the ecosystem.

CedeA is indissolubly bounded to the nature of the Dolomites, on which it bases its many noble values.





Nature and Quality of Life

At CedeA, our Intention has always been to highlight the Dolomites values with pride, as they ultimately mean **quality of life**.

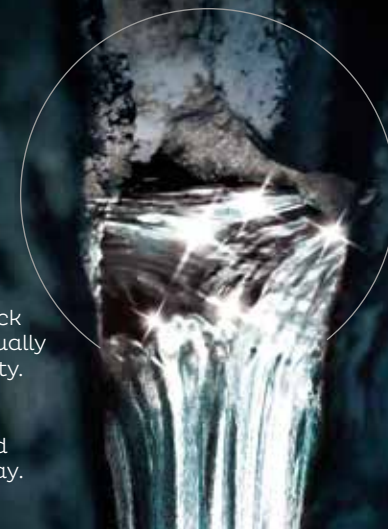
The lifestyle originated by the Dolomites is rare and alone: the respect for the nature, the understanding of its values and its richness make the Ladin Dolomites a place like no other.

CedeA means healthy way of living, means high quality and unique nature.

The CedeA spring.

This is the exact point where CedeA mineral water comes to life, with its own energy. It's a natural, deep crack in the rock and it's actually visible in its authenticity.

The water is simply harvested and bottled just a few metres away.





Our Mission



Our Mission is to make the Dolomites values known to the rest of the world.

In this respect, only a Luxury Mineral Water can embody the superior virtues of the highest lifestyle.

CedeA, as a high-end mineral water, can bring such noble virtues to those who understand that only the best quality of the natural elements allow a healthy and fulfilled life.

CedeA was born:

- To create a luxury product based on a high concept of exclusiveness, thanks to unique features.
- To create a different mineral water, with an innovative personality, highlighting the distinctiveness of those who drink it.



Luxury Lifestyle Awards 2020 *12th Annual*

Dear Team of CedeA,
We are happy to inform you that your company has shown itself as a brilliant representative of the luxury services industry.

After a thorough research process, it was distinguished as one of the best in this market. Your impeccable performance and aspirations to always be top-notch have been highly appreciated. And now we are pleased to announce, that in accordance with the results of the study, CedeA became a winner of Luxury Lifestyle Awards in the category of The Best Luxury Water in the World.

Please accept our heartfelt congratulations on behalf of the Organizing Committee of Luxury Lifestyle Awards upon achieving such a great result and getting your efforts recognized and celebrated. We wish your company to reach new levels of prosperity and conquer even bigger heights. We will be happy to see you among our participants next year.

Organizing Committee
of Luxury Lifestyle Awards



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www.luxurylifestyleawards.com

CedeA has been awarded by the global Luxury Lifestyle Awards, winner in the category of The Best Luxury Water in the World.

The Luxury Lifestyle Awards carefully select luxury products all over the world, judging them based on marketing research and performance.

CedeA brand ranked in the top best mineral waters as a *“brilliant representative of the luxury services industry”*.



Awarded Taste and Quality



Cedea mineral water carries the taste of the Dolomite mountains. Light and sweetly alkaline, Cedea is low mineralised with 119mg/l total dissolved solids and pH 8.1. Its low sodium level (0,006 g/l) and its balanced mineral contents make Cedea the ideal water for the diet of today's lifestyle.

The pure and light taste of the Dolomites of Cedea, the onliest mineral water from the heart of the Dolomites, **has been awarded** by the most prestigious worldwide tasting competitions and organisations:

- **Zenith Global** - Global Bottled Water Awards (Dubai): Best Natural Still Water in the World
- **American Beverage Testing Institute** (Chicago): The Tastings Awards
- **Acque Minerali Academy** (Italy): Quality Certificate
- **The Fine Water Society** (Ecuador): The Taste Awards
- **International Taste Institute** (Bruxelles): Superior Taste Award (2 Awards).





The Best Mineral Water in the World

In late 2019, Cedeo has been awarded as the World's Best Natural Still Water by Zenith Global, in a ceremony held at the Burj Al Arab in Dubai.

Zenith Global is a leader: the most authoritative and recognised consultancy in Food and Drinks worldwide, giving their services to the leading companies and organisations in the business, for some of the most iconic brands of the planet.

Zenith Global means certified quality and solid references for the products that deserve their rating.

They particularly specialize in water and this is why their certification is so valuable, both for the companies and business operators, and for the final customers.

The Zenith Global Bottled Water Awards saw Cedeo competing against top worldwide players, reaching the maximum prize as the Best Water in the most important category: The Still Natural Mineral Waters one.

Within the same competition, Cedeo won the Best Prize worldwide in two further categories:

Best Packaging/Label Design,
Best Glass Bottle.





World-Class Certified Reputation

Tastings, powered by the **American Beverage Testing Institute**, was founded in 1981 with the goal of producing fair, impartial wine reviews for consumers. Since then, the Tastings expanded to include beers, spirits, waters and more.

Tastings is an authoritative, independent product rating and review company that provides beverage buying guides and education for consumers and the trade. It's a certified member of the **American Society of Testing and Materials**. Their reviews appear in many prestigious publications internationally.

In the 2019 Global Competition, the Tastings has awarded CedeA sparkling mineral water with the Silver Medal, as one of the only three sparkling waters awarded worldwide.



The **International Taste Institute**, formerly known as ITQI – International Taste and Quality Institute, is probably the most well known and respected authority in the field of Food & Beverage quality certification, on global level.

Its judging board brings together the most famous and award winning experts, Chefs and Sommeliers worldwide, in order to promote the highest quality available on the market of food and drinks.

The most well known brands and big players of the planet participate to this award seeking for the best known quality certification, given by the most exclusive jury of connoisseurs and professionals.

In 2020 and 2021 in Brussels, the International Taste Institute awarded CedeA the Dolomites' Luxury Mineral Water with the Superior Taste Award.



Acque Minerali Academy is an international institution promoting the culture of Mineral Waters, aiming to protect and certify the water quality at the highest levels. It's simply the most prestigious and internationally well-known Italian organisation in the business. AMA is also known for its charity initiatives all over the world.

In 2020 the quality of CedeA has been awarded by the Acque Minerali Academy with their worldwide recognised Quality Certification.



The **Fine Water Taste Awards** is the yearly competition organised by the **Fine Waters Society**, representing the Fine Water category. Its mission is to educate consumers, media and F&B professionals about the high culture of water. All the mineral waters of the high-end market attend this award, from all over the world.

The Fine Water Society held the 2019 edition of their Summit and International Tasting Awards In Stockholm. During the event CedeA, the only mineral water from the heart of the Dolomites, has been awarded within the category of Low Minerals Waters by the most famous and recognised water sommeliers.



Cede Acqua Enrosadira



Acqua Enrosadira is Cede mineral water, harvested in a bottle made to express the beauty and the magic of the Dolomites.

Freshness, pureness and quality are revealed through emotion, beauty and colour.

The vibration of the Enrosadira effect is mesmerizing and magic, held in the energetic gracefulness of a bottle design that speaks of finesse and elegance by itself.

The surprising effect of Cede Acqua Enrosadira is scenographic and charming, able to create a unique atmosphere on the table of the dinner guests.

Thanks to the uniqueness of its high quality and design, Cede Acqua Enrosadira Luxury Mineral Water has been chosen by **Automobili Lamborghini** as their Official Partner and exclusive Mineral Water.



• DOLOMITI •
ACQUA ENROSADIRA



Shaped by High-End Design

To generate a world-class luxury mineral water, we developed a distinctive and surprising high-end custom design.

We created a bottle designed to be outstanding.

The glass bottle design, as the brand itself, were specifically created and thoroughly crafted, completely customized, even challenging the production process beyond the conventional technological limits.

The CedeA Enrosadira bottle is delicately printed and preserves the CedeA water freshness through a sleek, personalised aluminium cap. The bottle looks beautifully sensual, eye-catching on the table, elegant, stylish and distinctive.

Amongst a number of international recognitions, **CedeA has been awarded with some of the most prestigious and exclusive Global Prizes for its unique, outstanding and innovative design:**

- Red Dot Award 2018
- A'Design Award 2019
- Muse Design Awards 2019
 - Platinum
- Muse Design Awards
 - Packaging of the Year 2019
- Zenith Global Global Bottled Water Awards
 - Best Glass Bottle 2019
- Zenith Global Global Bottled Water Awards
 - Best Packaging/Label 2019
- Good Design Awards 2019

by the Chicago Athenaeum Museum of Architecture and Design.

The **ADI** - Industrial Design Association of Italy, awarded CedeA with the **Lombardy Design Excellence.**



red dot award 2018
winner





The Enrosadira Concept

The CedeA glass design blends together three elements, shaping its style.



The Dolomites colours. The Enrosadira, peculiar reddish colour of the Dolomite rock at sunrise and sunset, and the Blue sky that it blends into.

The bottle's bottom is intensely coloured and deeply carved with the CedeA Rose symbol.



The water flow of the CedeA spring, that spills out from the bare rock with its own energy and vitality.

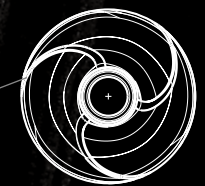
The flow is actually visible and it is resembled by three spiral lines on the bottle's body.



The CedeA Enrosadira brand, developed together with the glass bottle, is based on the name of the Water Goddess of Life, in the Ladin historical legends.

The logo is vertically shaped as an elegant rose flower with a long stem, recalling to the legendary Enrosadira's Garden of Roses, aka Rosengarten.

Top view

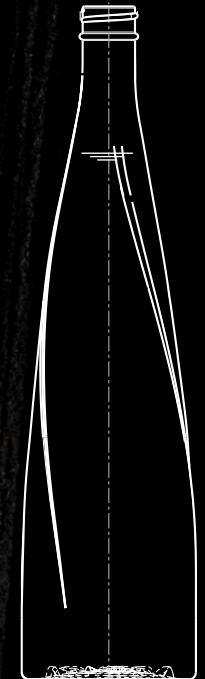


The top view shows the spiral lines carved on the sides.

Thanks to the twisting of the three spiral grooves, the bottle is never symmetrical, from any point of view.



The carved spiral lines make a niche for the brand, imitating its curved design.



The bottom is sculpted in the shape of the Rose symbol, reflecting and glaring coloured light in a very vibrant and three dimensional effect. Such effect remains permanent, even if the bottle is placed on black or dark surfaces.



Bottom view



Inspired by Legends

The Dolomites, because of their unique mineral features, become magically vibrant on sunrise and sunset, painting themselves in a very intense reddish colour, called **Enrosadira**.

Many Ladin legends tell about the Enrosadira and the prodigious beauty of the Dolomites, with their rich and spectacular nature.

The famous romantic Ladin tale of King Laurin tells that he fell in love with the beautiful sister of the Ostrogoths King, so he kidnapped her. He eventually hid her into his kingdom, whose entrance was recognisable thanks to a magnificent **Garden of Roses**. To prevent her from being found, he did a magic spell to make the roses invisible: "No-one shall lay eyes on my roses, neither by day nor by night". But he forgot to mention the gloaming. Thus at sunrise and sunset, the reverberations of the sun inundate the **enchanted Rose Garden with its wonderful light, the Enrosadira**.

Honouring this legend, the CedeA symbol is a Rose flower, recalling to the magic Enrosadira of the Dolomites, while its stem is made with the name of CedeA, the Ladin Goddess of Water and Life.



Inside its bottle, **CedeA water glares and shines lively and vividly coloured**, like the natural paradise of its birthplace, thanks to the surprising light refraction from the thick bottom, vibrantly painted and embedding the rose petals.





CedeA 8.1: Dolomites' Alkaline Water with Style

CedeA 8.1 has been created to highlight the alkaline value of the Dolomites' water.

In fact, the alkalinity of CedeA positions it in a class of waters much more rare than the majority of the waters available worldwide, which are acid. (Their pH value is mostly between 5 and 7).

The water has a primary role within our diet. Especially with today's habits, with large consumption of meat, fish and dairy products, the human body is easily exposed to metabolic acidity, which is not ideal. Intake of wine and alcoholics further pushes such acidity, as smoking too.

Drinking alkaline water helps the body to reach a balanced pH, which needs to be slightly alkaline. For the same reason it's healthy to eat fruits and vegetables.

Many professionals in sports prefer alkaline water because it helps the body hydration during their physical performances.

CedeA water can be part of a healthy diet, with its pH 8.1, making it always a perfect partner for any meal, contributing to balance the human metabolism. The taste of CedeA is light, perfectly clean, smooth and refreshing.

The 8.1 glass bottle points out the alkaline feature with a strong character. Its stylish gentle touch, with a dedicated design, makes it unique, original and immediately recognisable.



CedeA is Official Partner of Starpool, world leader in water wellness, spa centres and systems. CedeA is consistent with the "Wellness Concept" of the neighbour **Starpool**.

Both based on the same high-end quality principles, Starpool and CedeA are focused on health, lifestyle, wellbeing and quality of life, in respect of the Planet.

CedeA and Starpool: health through water.

STARPOOL

w e l l n e s s c o n c e p t



The Alkaline Value in a Class of its Own



CedeA 8.1 comes in a special bottle custom designed, in first quality glass, with unseen features. Its waves recall to the CedeA spring energy and create a shape original not only at sight, but tactile too.

The alkalinity is highlighted with a logo that clearly speaks of pH, with a strong personality.

Alkalinity is the protagonist in the CedeA 8.1 bottle, finely designed with smooth and curvy forms, gently blending with its unique logo, silkscreen printed.

Two double bending waves wrap the bottle silhouette, like the two digits that indicate the precious value of the water inside.



CedeA 8.1 participated at the **Zenith Global Water Drinks Awards 2020**.

It's the only Italian mineral water that has been selected Finalist, in three categories:

- Best Natural Sparkling Water
- Best Packaging / Label Design
- Best in Glass





Noble, Pure, Green

Cedea mineral water, as a high-end product, is aligned with all the highest standards.

Respect of Mother Nature is the first key point to make Cedea an actually noble mineral water.

Cedea comes to life with its own energy, from a natural fracture in the rock. No human intervention is needed. No drilling into the ground, no pumping, no invasive structures or machines, no filtering, nothing.

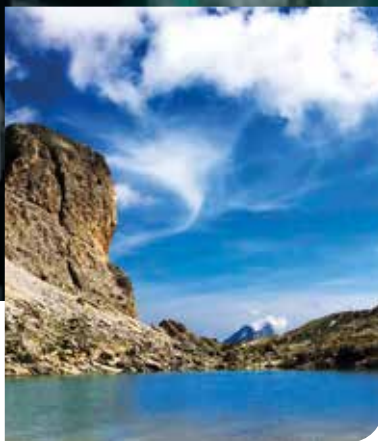
Crystal Clear Quality



Cedea has been conceived as a maximum expression of quality since the beginning.

In this respect, all the aspects of its products reflect not only the best standards in terms of

bottled mineral water, but also the fundamental culture of care for Mother Nature. The choice of Cedea is in fact to produce only prime quality glass, refusing on purpose any plastic packaging.



Cedea mineral water is harvested right where is born. Its flow is simply collected by the plant, located just a few metres away from the water spring, and gathered in its glass bottles.

Cedea water is a unique case: a true “Zero Kilometres” bottled mineral water.

The factory and the whole production process have been conceived to be sustainable and green at the highest levels, in line with the local culture of high quality life, to protect the nature and safeguard the environment.

Sustainability and recycling are the only possible keys for a development gentle to the planet, and glass is not only a completely natural material for bottling, but it's also the material keeping the best quality of the water that the planet gives us.

In conclusion, Cedea is simply aligned with the natural principles of our Earth, thanking it for the highest quality of Cedea mineral water.



Cede Water Events and Partnerships

Cede Water actively participates to international events of promotion, marketing, partnership and sponsorship. Prestigious Partners and Friends organize their exclusive events with Cede Water, including

Automobili Lamborghini, Starpool Wellness, RollsRoyce Bentley, Various Golf tournaments and Business workshops.



HIGH FOOD&BEVERAGE EVENTS PARTNER



GOLF TOURNAMENTS PARTNER



100 YEARS OF BENTLEY - EVENT PARTNER



with Stefano Domenicali and Maurizio Reggiani PARTNERS OF AUTOMOBILI LAMBORGHINI

LAMBORGHINI NEW SUPERCARS - LAUNCH EVENTS



SPONSOR OF GOLF CHARITY EVENTS



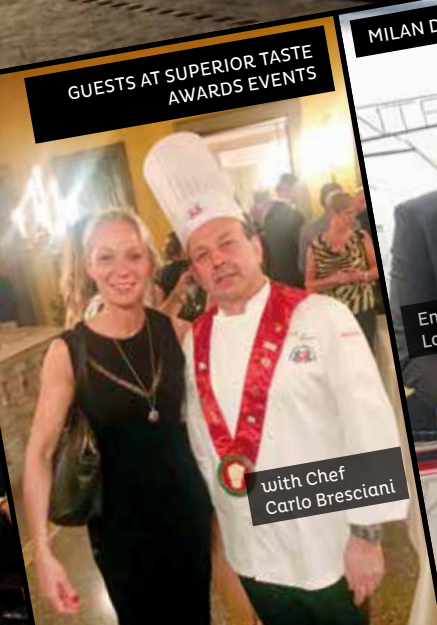
INTERNATIONAL MEDIA INTERVIEWS



INTERNATIONAL DESIGN EXHIBITIONS Italy, Europe, China, India, USA



LEADERS FIRST- EVENT SPEAKER



GUESTS AT SUPERIOR TASTE AWARDS EVENTS

with Chef Carlo Bresciani



MILAN DESIGN WEEK WITH LAMBORGHINI

Eminel Hodzic, Lamborghini Design



MOTORING EVENTS - LAMBORGHINI



CedeA Recognition and Awards

Since its launch in late 2018, CedeA has earned some of the most significant awards worldwide, both for the high quality of its pure taste, and for the exclusive design. Beside winning the most coveted Design and Taste awards, CedeA

has also been published by various prestigious Internet magazines in the fields of Design, Packaging and Food and Beverage.





What Articles and Reviews say...



PRINT LOVERS

SCULPTING WATER

Glass packaging for mineral water is a technical and creative challenge loved by designers and architects. There's a ductile raw material to be moulded, transparencies and colours that enhance the shapes, engravings and reliefs that dialogue with the closing systems and labels. But that's not all: the design must meet essential functional requirements that preserve the purity of water, maintaining its qualities and protecting it from contamination. [...]

The source of inspiration

[...] Monica Menozzi states her desire to enhance the design of every aspect of the spring and the environment that surrounds it. "The pink colour of the Dolomites at dawn and dusk, the rose flower that is part of the CedeA logo carved on the bottom of the bottle in bright pink, or in blue to distinguish sparkling water from natural water, are elements that define the visual identity of our bottles. They go alongside the twisting movement embossed on the glass, a sort of rotation

"Glass is Class"

"If we're talking about premium mineral water, the glass bottle is at one with the product and with the image that the brand wants to give." It's a crystal clear message.

Why glass for containing water?

For Monica Menozzi, COO of CedeA, mineral water is an essential product in our daily consumption, but too often it goes unnoticed. "We wanted to put mineral water back on the scene, and we did so by choosing a glass bottle with an innovative design. It immediately shows the particularity of this water, which gushes out of a crack in the rock in the Dolomites, a geographical area declared a UNESCO World Heritage Site.

that changes the profile of the bottle depending on the side from which you are looking at it. It's a very sophisticated solution, like the choice of silk-screen printing the elements that make up the contents of the labels onto the glass, leaving complete space for light and transparency."



GAMBERO ROSSO

"CedeA is an exceptional water that comes to life in the heart of the Dolomites"

GAMBERO ROSSO

The Bottle of the Dolomites

CedeA is an exceptional water that comes to life in the heart of the Dolomites, at the feet of the Marmolada. The designers Nick Pitscheider and Sharon Hassan designed a glass bottle that makes the water shine in a surprising way, inspired by the reddish colour vibration of the Dolomites against the turquoise sky. The asymmetrical bottle has been awarded multiple times for its exclusive design, elegant and sensual at the same time.



Q.B. QUANTO BASTA

Low-mineral water of superior purity. The mouthfeel is smooth and leaves a clean aftertaste without signs of acidity. It is advisable to drink it at a temperature slightly colder than

other still waters in order to get the fresh taste that comes from its Dolomites origins.

CedeA water is definitely suitable for daily consumption and mixing quality cocktails. It's perfect for starters and delicate first dishes, as well as for chocolate and pastry desserts.

The glass bottle is noteworthy, multiply awarded for its original design that resembles the enrosadira (the phenomenon that colours the Dolomites at sunrise and sunset).

You will fall in love with the rose sculpted into the bottom, blue and red. On the table it gives colour and elegance to the *mise en place*. Serving indications: we suggest to serve it at a temperature of 12 °C in crystal glass with blue or red decorations, recalling to the bottle colours.

BEVERFOOD

"The quality of CedeA mineral water is indisputable"

It goes far beyond the natural hydration: its pH 8.1 and its perfect mineral balance make it perfect for highlighting flavours and features of any food. The Natural CedeA enhances the delicate tastes, while the Sparkling version, not too fizzy, with small bubbles well mixed, is perfect for dishes with stronger tastes.



Promoting Quality, Endorsing Education

Chef Matteo Deluai

Emerging Star in the international scene of the Art of Cooking, Matteo is a recognised top ranking Chef and has already been multiply awarded. Some of his prizes are:

- Absolute Best Italian Chef Apprentice, Gold Medal;
- Best Apprentice of Italian School;
- Best Italian Emerging Chef;
- Best 5 Young Italian Chef – World Skills.

Between a series of top level experiences, Matteo worked for Chef Massimo Bottura, one of the most awarded chefs in the world.

Matteo is the ideal promoter and brand ambassador of CedeA, fundamentally believing in quality as the only key for success.



CedeA is proud sponsor of ASD Neumarkt Volley.

It's a company which business is to promote Volleyball in the region of CedeA, Trentino Südtirol. Its action is specifically focused on creating opportunities for young girls to grow their passion in this sport and have a future with it.



In summer 2018 the company was completely renewed, searching for new resources and energies with the goal of stepping to a superior level, through a bigger project to promote the Volleyball over a larger geographical area.

The original objective, after hiring new coaches, and giving birth to new initiatives and projects, remains the same: **to welcome all the young girls that wish to discover the beauty of Volleyball and sport activities.**

Every single girl is taken through a specific, personalised training path, in order to allow her to achieve the best results. In a customised learning process, she grows both as a sportswoman as well as a person, having fun in the same time, ultimately focusing on the values of life.





The CedeA Offer



CedeA Acqua Minerale Enrosadira comes both in Still and gently Sparkling qualities, with their twin bottles differently coloured in vibrant red and blue, and with their bottom embedding the sculpture of the CedeA Rose.

The available bottle sizes are 750 ml and 375 ml.

The small bottle of 375ml is designed to fit the major standards of the hotels refrigerators.

CedeA Enrosadira mineral water is packed in boxes containing 12 bottles, ready to ship internationally.

CedeA is available in its optional **gift box**, with the twin 750ml bottles inserted into an exclusive accessory sleek packaging, custom designed to highlight their design and colours. The gift box is also the ideal solution for displaying CedeA in premium boutiques of quality food and beverage products.

CedeA 8.1 Acqua Minerale Alcalina comes both in Still and gently Sparkling qualities, with their unique bottles.

The available bottle sizes are 750 ml and 500 ml. to fit any need for restaurants, bars and hotel's minibars.

CedeA 8.1 mineral water is packed in boxes containing 12 bottles.

The 500ml bottles are planned to be available throughout 2021.





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