

SIGROUP INTERNATIONAL AND THE CELLI GROUP SIGN A PARTNERSHIP AGREEMENT THAT WILL CHANGE BEVERAGE CONSUMPTION

The Genesi® system by Sigroup International allows automatic, instant and customized remineralization and dispenses beverages able to reproduce the saline contents of most mineral waters in the world

Rimini, January 10 – The new concept, presented initially as WaterBar, has been greatly successful among the public and has won many awards at the most important beverage fairs: Munich, Amsterdam, Cracow, Milan and Rimini.

The agreement signed with Sigroup International allows the Celli Group to leverage Sigroup's technology to manufacture systems dispensing customized beverages: customers in the whole world now can select the mineral salt contents most suitable for their daily requirements. One of the most interesting proposal is the line dedicated to aromatic beverages, obtained from fresh flower and plant distillates that preserve all their properties, usable even as ingredients to prepare exclusive cocktails and sophisticated dishes.

The creator behind this idea is **Simona Berger, CEO of Sigroup International**, who explains: *"starting from the systems for mains water filtration and demineralization, we developed Genesi®, an innovative technology able to dispense instantly the remineralized beverage perfect for any customer. The system uses liquid concentrates of the Viva brand in single dose capsules and in bag-in-boxes able to dispense up to 100 liters of beverage with a sharp reduction in storage space"*.

Mauro Gallavotti, Celli Group's CEO, says: *"the Genesi Bar system created with Sigroup allows to connect in-line different bag-in-boxes of Viva products selected by the customer, with our dispensing tower WaterBar equipped with a state-of-the-art technology to monitor the system's status, be informed about the dispensing data, manage payment via smartphone and work remotely. The partnership agreement was a priority for us because it combines Sigroup's unique experience in remineralization and in aromatic water with the Celli Group's most advanced dispensing technique"*.

"Before signing the agreement with Celli, - adds Simona Berger - we had already created Genesi3, an embedded appliance using the convenient single dose capsule system. The new agreement, which also included the assembly of Genesi3 by Cosmetal, a Celli Group's company, allowed us to implement the Genesi Bar system, dedicated to the Horeca sector and to on-the-go eating in places like gyms, swimming pools and spas".

Sigroup International is a start-up that has greatly invested on Research & Development, focusing on technologic innovation and on obtaining beverages with high quality standards, starting from the lack of preservatives. The company led by Simona Berger owns various international patents that are revolutionizing the beverage world. For more information www.sigroup.info

For over 40 years, the Celli Group has been one of the world leaders in the design and manufacturing of beverage dispensing equipment and works for all the most prominent beverage brands in the world.

For information

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