

# SAMMONTANA MOJITO, BEER & RHUM ICE CREAM

Sammontana Spa is a company specialized in the production of ice cream since 1948. Our main products are: Gold Cup; Top Class and Stecco Ducale.



Today we are ready to present you with a new product to be launched on the market.

Summer is coming and we have created this new ice cream with the flavour of these alcoholic drinks: Mojito, Beer and Rhum. It is a fresh and refreshing ice cream made especially for our refined customers. You can eat this product at any time of the day. It is a delicate, soft and sweet ice cream. You can eat it in cups or sticks, which can be found in bars, supermarkets, cinemas or sports centres.



The packaging comes in three colours: green for Mojito flavour, brown for Rhum flavour and yellow for Beer flavour. On the packaging there is the description of the ingredients we use to produce our ice cream. All ingredients are natural and only Italian.

Our sophisticated customers will love this ice cream. We have created it to satisfy our classy and pretentious customers, so we have used only high-quality ingredients.

Our new product is quite cheap ; the quality - price ratio is excellent if we take into account the price of production and internal and external factors.

In order to promote our new ice cream we will use the Internet and television spots.

It's possible to find this product both in Italy and in foreign countries like France and Spain.

We want to attract the largest segments of the market, so we propose this fantastic product at a very competitive price.

Sammontana is for everyone !

Lisa Terreni 5AR

