

 COPPA DEL<sup>®</sup>  
NONNO

SINCE 1955, THE ICONIC COFFEE ICE-CREAM OF ITALIAN FAMILIES



**N°1**

OF  
COFFE IC SEGMENT



**+3M**

BUYING FAMILIES



**88%**  
AWARENESS

Sources:

IRI Totale Italia I+S+LSP - YTD Sept 2020.

GfK, Totale Gelati, Famiglie Acquirenti, YE Aug 2020.

Nextplora Insight Management, Sept 2020.





## IN THE SECOND HALF OF 2021, THE ICONIC CUP IS GOING TO BECOME SUSTAINABLE!



THE CUP IS NOW ISCC CERTIFIED.

ISCC CERTIFIED PLASTIC IS PRODUCED USING *RECYCLED MATERIALS* THAT SUBSTITUTE *PRIMARY FOSSIL RESOURCES*.



**+300t OF CO2 SAVED!**



## HOW DO WE COMMUNICATE THE NEW PACK?



Distinctive on-pack logo which stands out and communicates the new cup.

### TOWARDS A MORE SUSTAINABLE CUP..



*Coppa del Nonno* uses certified Mass Balance ISCC plastic.

This contributes to reduce the use of primary fossil raw materials and promotes the use of sources produced in a sustainable way.

See more at: [www.iscc-system.org](http://www.iscc-system.org)