

Beat: Travel

## MILAN EXPO- BACIO CHOCOLATE SWEETENS THE ITALIAN FAIR

### HUGE REPRODUCTION ON EXHIBITION

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**USPA NEWS** - Italy's iconic "Bacio" chocolate-hazelnut candy is adding a sweet touch to Expo 2015 with its very own pavilion, designed to look like "a big Perugina Bacio," said Corrado Castrovillari, general director of Nestlé Italia's confectionary division, at a presentation of the pavilion on Friday.

The chocolate has been produced for over 90 years at its birthplace in Perugia, where the Perugina chocolate factory is located in San Sisto on the outskirts of city.

Castrovillari emphasized that the Perugina pavilion is in a strategic location at Expo 2015 that will help to "consolidate the brand's visibility on an international level." The pavilion celebrates the Bacio brand starting with its birth in 1922, and includes two solar-powered chocolate fountains that use the same technology as the company's chocolate factory.

At the end of Expo, the pavilion will be moved to the Nestlé factory in San Sisto.

The Governor of Umbria Catuscia Marini was also present Friday, and thanked Perugina for choosing to present the company's Expo pavilion project in Perugia as a "sign that they want to keep close ties with our territory".

Perugia's Deputy Mayor Urbano Barelli said that Perugina's presence at Expo "represents an important opportunity not only for Perugina but also for our city in promoting our local excellence".

#### Article online:

<https://www.uspa24.com/bericht-4069/milan-expo-bacio-chocolate-sweetens-the-italian-fair.html>

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