



**Bialetti Industrie set to bring its passion back to Ambiente 2015:
Exciting new products and projects on show
(Francoforte, 13-17 February 2015)**

Milan, 13 February 2015 - **Bialetti Industrie** is set to bring its passion for home and kitchen to the German expo **Ambiente**, which takes place between **13 and 17 February** in the new location of Francoforte. **Hall 3.1, stand D80** will play host to the most exciting new offerings from the Group's various brands – from cafetieres and espresso machines to cooking implements and small electrical appliances – in what promises to be an original and captivating exhibition. The undisputed star of the event will be **Cuore**, the first and only caffè sospesa machine, equipped with a new patented brewing system that ensures optimum coffee extraction.

There'll be more new additions in the food-preparation sector, with Bialetti's new induction-ready **Donatello Petravera** line and most recent **Aeternum** products on show. The offerings are testimony to the group's unyielding commitment to positioning itself as a leading light across the board in the kitchen industry. It's a level of dedication also expressed in the updated **Girmi** range, with its increasingly modern designs, which is indicative of the brand's philosophy: maximum practicality, maximum ease of use.

The world of coffee will be given pride of place within the expo: **Mokina** and **Fiammetta** breathe new life into the traditional cafetiere, while gadgets such as the **Scaldatazine** and **Milk Frother** combine functionality and style.

The **Bialetti Industrie** stand will hold daily **Cioko Art** demonstrations, whilst Moka lovers will be able to enjoy freshly made coffees at the Moka Bar, situated in the central area of the exhibition space. The area dedicated to **Cuore** will allow visitors to try **I Caffè d'Italia** blends and experience a Bialetti espresso made with the **Cuore**: a unique opportunity to have the public fall in love with the new machine.

*"Once again, Bialetti Industrie has chosen Ambiente to show off our latest products to the international audience. More specifically, this year we will introduce our new **Cuore** machine, the most exciting new offering in the closed-system espresso machine sector, from both the technological and aesthetic perspectives. It's a product that's certain to be appreciated by the German public, just like it's had great success in Italy,"* declares Gaia Mazzon, Head of Communications & Public Relations at Bialetti Industrie.

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