



Case Study

Sector: Food and Beverage Industry

A brand name of the Cantarella Bros company, Santa Vittoria offers a range of premium Italian drinks. The Santa Vittoria brand distributes its Italian Mineral water range to award-winning restaurants, cafes and leading international hotels. One of the purest waters available, Santa Vittoria Italian Mineral Water is bottled at the source in Northern Italy - part of this purity and quality includes meeting environmental standards, which is why Santa Vittoria chose to work with Carbon Neutral.



Environmental Objectives

- o To reduce the operational impact Santa Vittoria Italian Mineral Water has on the environment, primarily focusing on the travel footprint the water incurs on the journey from its source in Italy to Australian and New Zealand consumers.
- o To take a positive step to work towards becoming a leading, environmentally responsible mineral water brand.

Programs Developed

- o Santa Vittoria works with Carbon Neutral to measure and offset carbon emissions generated from the importation of Santa Vittoria Italian Mineral Water into Australia and New Zealand.

Communication

- o Various communication channels are being utilised by Santa Vittoria to deliver its sustainability message, including advertising, point of sale materials and bottle labels.
- o Santa Vittoria's 'delivering you a green bottle' campaign is highly visible on its website www.santavittoria.com.au.

Results

- o The environmental contributions that Santa Vittoria has made in partnership with Carbon Neutral, and the positive 'green PR' produced, has added to the overall 'purity' branding of Santa Vittoria Italian Mineral Water - keeping clients and consumers happy.

"We strive to provide our clients with one of the purest mineral waters available but we also care about the planet's well being. We aim to deliver Santa Vittoria from the source in Northern Italy to consumers with as little environmental impact as possible. We do this by offsetting the carbon emissions generated from the importation of Santa Vittoria mineral water into Australia and New Zealand. We believe this commitment is a significant step towards a more sustainable future and partnering with a recognised organisation such as Carbon Neutral adds another level of integrity to our environmental actions."

Joshua Passaro, Brand Manager, Vittoria Coffee

