



## **PRESS RELEASE**

**CREMONINI GROUP: will exclusively manage the Refreshment Points for the World Youth Day.**

**Forecast turnover is between Lire 5 and 8 billion from the over 100 Chef Express Refreshment Points**

The Cremonini Group, A European leader in the food sector, will have exclusive management with its Chef Express brand of the Refreshment Points for the XV World Youth Day, programmed in Rome from 14 to 20 August.

The exclusive contract for these services was awarded to Cremonini by "Fondazione Gioventù Chiesa Speranza" (Church Youth and Hope Foundation), – An institution of the Vatican City, set-up especially for the organisation of the events planned as part of the Great Jubilee of 2000.

Cremonini will manage over 100 Refreshment Points situated throughout the area where the event will take place, employing a team of 200 sales people (assisted by about 1,000 volunteers), with a total turnover estimated to be between Lire 5 and 8 billion.

Food consumption will be about 10 million litres of water (equal to 7 million of bottles, 3 million of which will be distributed free of charge by the City of Rome), 400,000 bread rolls (equal to 60 tonnes), one-and-a-half million ice creams (150 tonnes), 1 million various snacks (200 tonnes) and 1 million soft and other drinks (500,000 litres).

The World Youth Day will see the participation of 500,000 persons, destined to rise to over 1 million during the culminating days of 19 and 20 August in the Tor Vergata area.

**Cremonini**, with over 4.300 employees, is one of Europe's largest food groups, with activities focussed in three integrated business sectors: production, distribution and restaurant services.

The Group, with 1999 total consolidated revenues of Lire 2,544 billion (Euro 1,314 billion), is Italy's absolute leader in the production of beef and meat-based transformed products and in food distribution to the catering sector. It has, moreover, an important presence in the restaurant services sector and, in particular, the leadership in Italy in restaurant services on-board trains and at railway stations.

Castelvetro di Modena, 11 August 2000