

Fonte Napoleone

*Presentation Fédération Européenne des
Cités Napoléoniennes*



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FÉDÉRATION
EUROPÉENNE
DES CITÉS NAPOLEONIENNES



Fonte Napoleone: High Quality Water from the Island of Elba

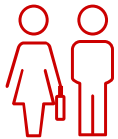
HISTORICAL HERITAGE

GEOGRAPHY

Island of Elba



- Elba is a **Mediterranean island in Tuscany, Italy**
- Largest island of the Tuscan Archipelago
- **3rd largest island in Italy**



- **Approx. 31,000** inhabitants



- **Rich cultural heritage, protected environment**, and Napoleonic history have made the island become an attractive **international tourist destination**

Where to find Fonte Napoleone on Elba

Mass retail



Ho.Re.Ca



Convenience stores



Specialities stores



Today's agenda

AGENDA & FLOW

1

HISTORICAL HERITAGE

*Walk through historical
roots of Fonte
Napoleone*

2

SPRING OF LIVING

*From the Spring of
Living to the Spring of
Napoleon*

3

FONTE NAPOLEONE

*Overview of Fonte
Napoleone product line
and positioning*

4

WELLNESS BENEFITS

*Highlight of Fonte
Napoleone's wellness
benefits*

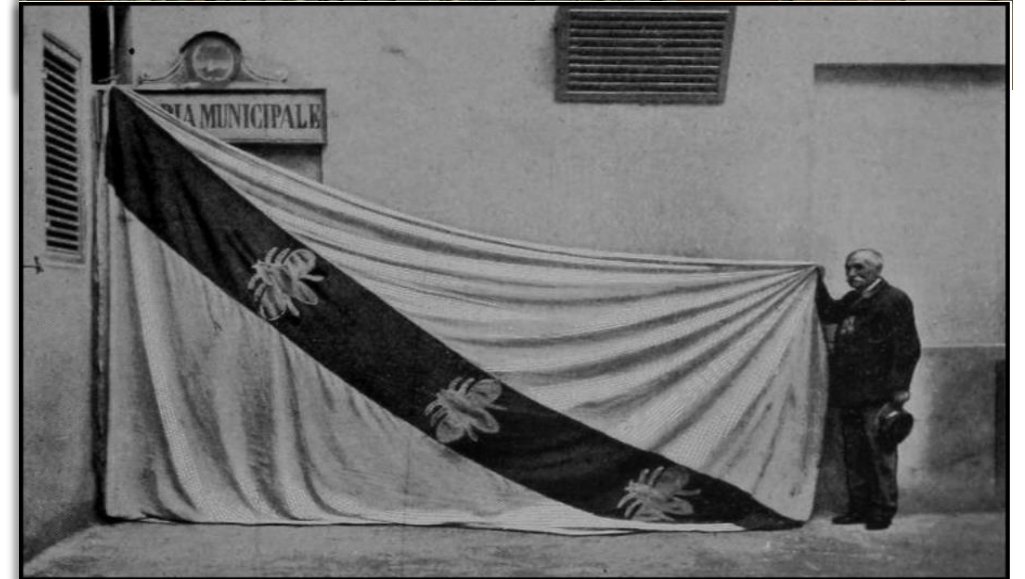
Why is our water called Fonte Napoleone?

HISTORICAL HERITAGE

ORIGINS

The origins of Fonte Napoleone's name

- **Many products around the world, have linked their name to Napoleon** due to the celebrity of the name and character. Some have adopted the word “Napoleon” **to create a fantasy name**
- Not FONTE NAPOLEONE water. **Fonte Napoleone**, instead, is **named after the Emperor Napoleon Bonaparte** because of its historical link to Napoleon, **during his exile on the Island of Elba**
- Napoleon Bonaparte only stayed 10 months on Elba, from 4th May 1814 till 26th February 1815, however, **the legacy he left on the island was and still continues to be strong and significant**
- **The Napoleonic history plays a major role in the history of Elba**
- Not less impressive and **still alive today is Napoleon's legacy** in public works such as roads, bridges, gardens, aqueducts, agriculture, botanic and so on...
- For instance, **roads and bridges on the island, built or improved by Napoleon**, are still in use today
- An **ancient de-consecrated church** was transformed by Napoleon **into a beautiful theatre**, which is still a real jewel, and it is still today the theatre of Portoferraio, the capital city of the Island of Elba
- Also, our flag of Elba today, is still the flag donated by **Napoleon to the island on his arrival in 1814**
- From such few examples, the importance **Napoleon had for the history and the development of the island is clear and the population of Elba continues to honour his memory**



Where does our water come from?

HISTORICAL HERITAGE

ORIGINS

The origins of Fonte Napoleone's source



- Napoleon's interest in his new "microscopic reign" started immediately as he arrived in Elba. **His appreciation and researches about the AIR and the WATERS** of the island of Elba are documented on the Island's archives.
- Soon after his arrival, **he requested that ALL WATER SOURCES on the island should be analysed** in order to prove their quality.
- One additional sign of Napoleon's appreciation of Elba's air and water is **to be found in his letter to Marshall Bertrand, dated the 26th of August 1814 from Madonna del Monte - Marciana**, the small village where our water comes from

"Marciana étant un lieu unique dans l'île pour la fraîcheur et pour l'eau, je désire qu'on fasse le projet d'une bonne route qui conduise à la Marine de Marciana."

Napoleon Bonaparte, 1814/15

- From Napoleon's correspondence we **learn that Napoleon spent time in the area of Marciana in Summer 1814** and according to the oral tradition he used to stop at the ancient fountain every day and **"slowly drink 5 or 6 glasses " of the beneficial water which healed his gastro discomforts**

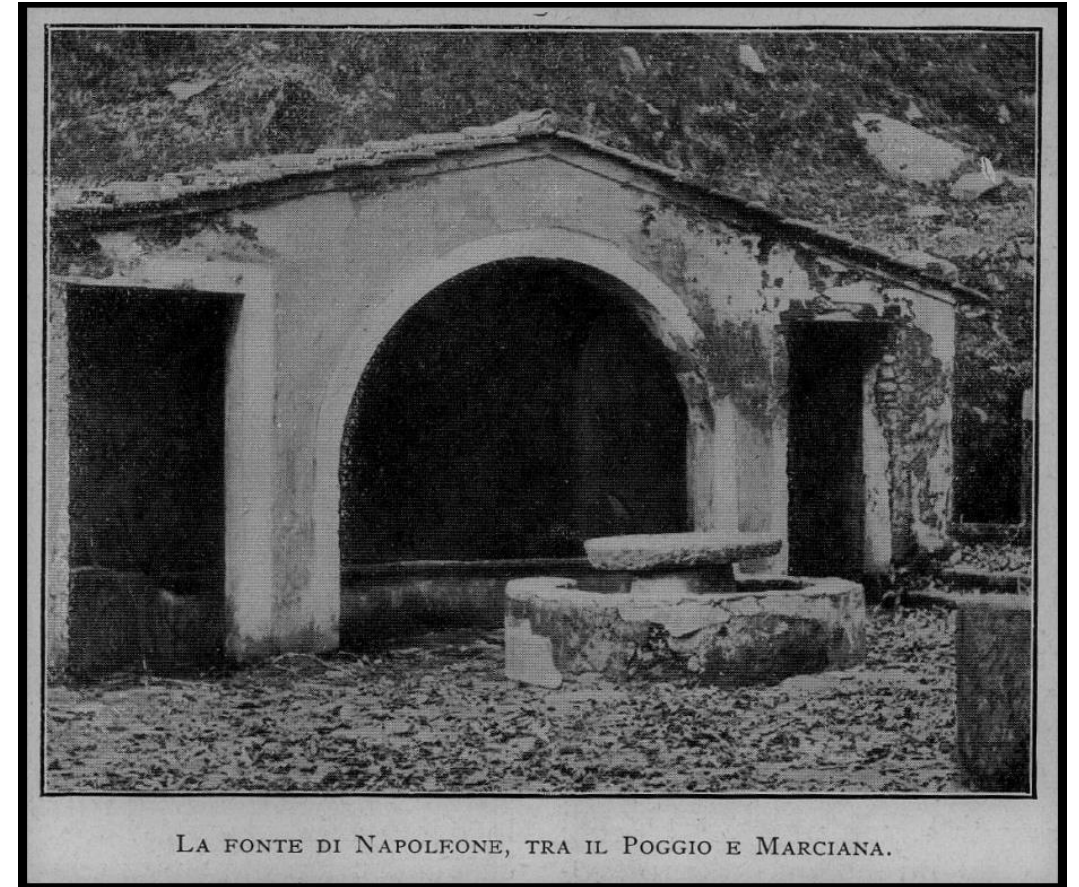
How did Fonte Napoleone's name evolve over time?

SPRING OF LIVING

EVOLUTION

From Spring of the living water to Spring of Napoleon

- The episode which gave origin to the toponym Fonte di Napoleone happened during a visit of Napoleon and his entourage at Poggio -a small village near the ancient spring - on 27th August 1814
- Napoleon ordered his soldiers to set up a few huge granite stones thus creating a set of seats and table, later addressed to as “Napoleon’s table”, visible as a set just in front of the ancient public wash-house
- Hence, the spring documented since the 17th century as the Spring of Living Water, in memory of this episode was called Spring of Napoleon



What is Fonte Napoleone's offering?

FONTE NAPOLEONE

BUSINESS CORE

Product portfolio and positioning

- Fonte Napoleone is an oligomineral water. Oligomineral, (Oligo from Greek) it means it is a water with a low residue of minerals, a high-quality water, with diuretic effects

Glass



- Our glass bottles are sold in the best restaurants, hotels and bars on the Island of Elba

PET



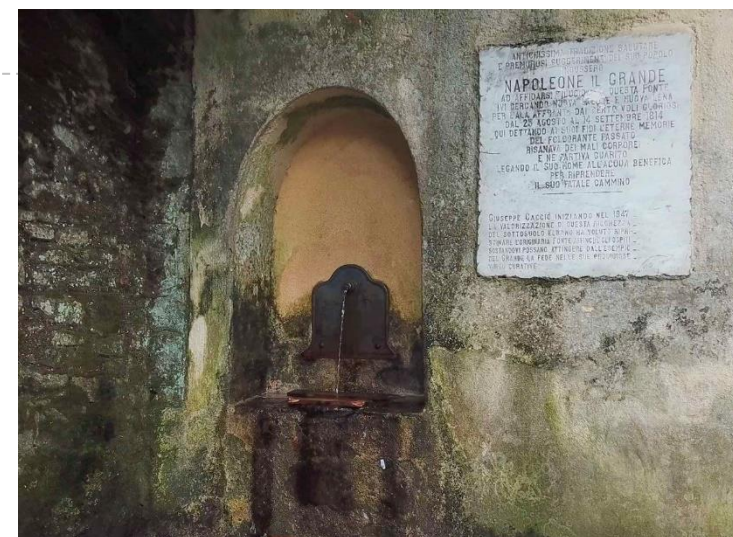
- The PET formats are sold both in the gastronomy and in the big supermarkets of the island

Sustainability strategy



- Fonte Napoleone is the only water brand at KM 0 on the island of Elba
- A sustainable choice towards reduction of CO2, instead of waters coming from long distances and having to be transported to Elba with high costs for the logistic and for the environment.

- However, just on the side of our factory, the ancient fountain is still open and available 24/7 for the public to drink pure cold running water and to fill small containers to take home



Fonte Napoleone Limited Edition

FONTE NAPOLEONE

BUSINESS CORE

Napoleonic limited-edition bottles

- The Island of Elba continues to celebrate Napoleon and **every year on May 5th a mass in his honour is celebrated in a Napoleonic church in Portoferraio.**
- **On the occasion of the Bicentenary of Napoleon's death, 1821-2021, our company produced an ad-hoc Fonte Napoleone Limited Edition**

Sparkling



Still



Fonte Napoleone outperforms its competition in terms quality of inputs, beneficial health effects and historical heritage

WELLNESS BENEFITS

BENCHMARKING

Legend



Closest competitors



Fonte Napoleone

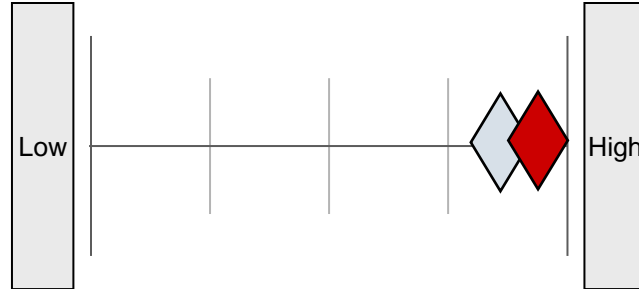
Key success factor

Performance benchmarking

Market voice

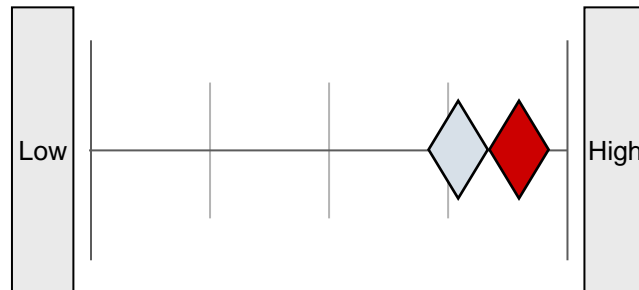
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Quality of inputs



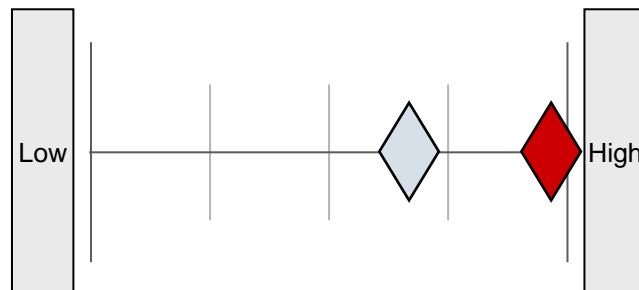
2

Beneficial effect on health



3

Historical heritage



- Fonte Napoleone water flows at high depths across millenary rocks of granodiorite which is an extremely hard rock, it means when water flows through it, esp. at high depths, the residue of minerals released into the water, is very low
- Fonte Napoleone is flowing through an environmentally protected, NOT- anthropized area, in a forest of century-old chestnut trees, inside the National Park of the Tuscan Archipelago
- Since the XVII century our water was known as Fonte dell'Acquaviva - Spring of the Living water. As an oligomineral water, therefore with low residue and low hardness values, in 1951, the scientist Professor Mariano Messini in his highly reputed Treatise of Clinical Hydroclimatology', scientifically proved that Fonte Napoleone water is "appropriate for patients suffering from kidney stones, gout disease and some gastro-intestinal diseases"
- Today, Fonte Napoleone is classified under the thermal waters of Italy
- Fonte Napoleone's historical heritage and ties to the Emperor Napoleone Bonaparte are unmatched in the market, making it one of its unique selling points


Thank you



Our thank you

- To the **Architects Professors Paolo and Silvestre Ferruzzi**
 - **Scholars of Elba's history**
 - **Founders of the Accademia del Bello in Poggio – Elba**
 - **Authors of the new book Fonte Napoleone**

About Us

 With you today

*First
Generation*



Family B.

Family B.

*Second
Generation*



Family B.

Family B.



“Acqua Fonte Napoleone – In Aqva Salvs.”

