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DiPaolo

Bakery of Verona

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Formula 1 Meets Brava-Italia's Formula

EDISON, NJ - Brava-Italia, the delicious energy drink from Italy, was introduced to hundreds of Ferrari owners and their family members as they gathered for the viewing of the final 2008 Formula One Grand Prix Championship. The spectacular indoor and outdoor event was held at the Central New Jersey Ferrari Maserati automotive complex in Edison, New Jersey. The co-sponsor for the event was Salerno Imports, who import Brava-Italia to the United States.

Brava-Italia is a leading energy drink made in Genoa, Italy and popular throughout Europe and the rest of the world. Throughout Italy and other parts of the world, Brava-Italia has gained leading market share and popularity by sponsoring high-profile sporting events, and through its growing utilization as a cocktail mixer in popular nightclubs and bars.

Guests at the event loved Brava-Italia and were drinking it all day.

Salerno Imports is extremely proud to have participated as a co-sponsor to the event, providing Brava-Italia to the luxury car and sports enthusiasts present. Brava-Italia proved to be a perfect match for the energy charged event, quenching thirsts and satisfying taste buds.

"We are very proud to be associated with this exclusive



SALERNO IMPORTS BRINGS ITALY'S HOTTEST ENERGY DRINK, BRAVA ITALIA, TO THE U.S.

and invitation-only event," said Ron Salerno, CEO and President of Salerno Imports. "We understand the prestige

behind the Ferrari, Maserati and Formula 1 brands, and we were confident going in that the guests were going to enjoy the unique flavor and invigorating characteristics of Brava-Italia."

Brava-Italia is unlike competitors in four distinct areas:

1) The Brava-Italia formula does not contain Glucoronolactone, the controversial ingredient that has challenged the leading U.S. energy drink brands.

2) Brava-Italia has a delicious and smooth caramel finish unlike the bitter aftertaste in leading competitors.

3) The energy boost obtained through Brava-Italia does not leave you jumpy. Instead, Brava-Italia provides an energy boost that is better described as being in a "more alert" state, without the side-effects commonly associated with energy drinks.

4) Due to its unique flavor profile, Brava-Italia can be paired with a wide variety of foods, and can be used to make custom cocktails and signature drinks.

For more information on this great drink and Salerno Imports, please visit www.salernoimports.com.

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