

Ron Salerno Brings Italian Energy Drinks to U.S.

Get ready to get energized... Brava-Italia and Sexy-Italia have arrived in the United States! Thanks to Ron Salerno of Salerno Imports, the Italian American community can now enjoy Italy's favorite energy drinks on our side of the Atlantic.

Made in the northern Italian city of Genoa, Brava-Italia was created after the Italian National Soccer Team's triumph in the 2006 World Cup. The drink has been sold throughout Italy since January of 2007 and has since exploded across the European, Asian, and Middle Eastern markets, prompting the introduction of the Sexy-Italia beverage.

As the sole American importer and distributor of Brava-Italia and Sexy-Italia, Ron Salerno believes that the drinks will become as popular in the U.S. as they are abroad.

"Brava-Italia and Sexy-Italia are Italian specialty items. They are really more than energy drinks, they're functional beverages," he explains, noting that in a society where numerous brands of energy drinks have come and gone, the Italian drinks boast a significant staying power.

In addition to being enjoyed

as a mid-afternoon pick-me-up or *aperitivo*, Brava-Italia and Sexy-Italia are now among the most requested items in nightclubs throughout Italy, particularly because they're delicious when added to cocktails. The beverages are also sold in Italian stores, cafés, and restaurants, and they are noted for pairing perfectly with a famed Italian dish - pizza!

Salerno, who hails from Cranford, New Jersey, was working for the national Italian food distribution company Roma Foods when he learned about Brava-Italia. With years of experience in the Italian food industry, he immediately recognized that there was a market for the beverage among Italian Americans. Having learned the ins and outs of the business from Roma Foods founder Louis Piancone and his family, Salerno was ready to introduce Brava-Italia to the U.S.

"We're still brand new," Salerno says of his business, noting that he couldn't have gotten started without the support of his former customers from Roma Foods and Luigi Mantuano of the Verdeoro company.

While Brava-Italia and Sexy-Italia are already being distrib-



RON SALERNO of Salerno Imports is bringing Italy's hugely popular Brava-Italia and Sexy-Italia beverages to the American market.

uted nationally, Salerno is now setting his sights on making the drinks staples of bars and nightclubs, as they are in Italy. The young businessman is quite creative - he earned his position with Roma after sending his resume glued onto a bottle of

homemade wine - and exhibits a dedication to his career that was ingrained in him from an early age as the grandchild of Italian immigrants.

Salerno is a graduate of Fairfield University and holds an MBA from Farleigh Dickinson

University. He and his wife Janne have two children, John and Ava.

For information or if you are interested in having Brava-Italia and Sexy-Italia in your store, contact Ron Salerno at 732-208-1818 or info@salernoimports.com.

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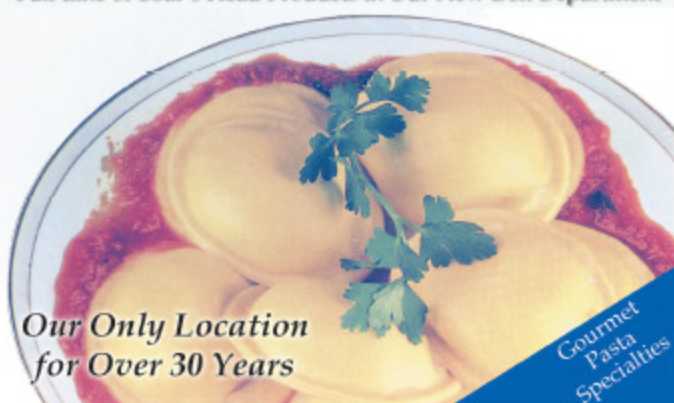
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BRAVA-ITALIA is an energy drink designed to give you a physical and mental boost... **WITH ITALIAN TASTE & STYLE!!!**

- The Official drink of the NJ Ironmen Professional Soccer team.
- Served in Newark, NJ's Prudential Center Arena
- Served at Caffè Ferrara in NYC's Little Italy
- Proud Sponsor of the New York Italian/American Museum.
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- Served at Bartolotta's in the WYNN Las Vegas



SEXY-ITALIA has a delicious taste with the added benefit of **DAMIANA, GUARANA & GINSENG** for **ADDED STIMULATION!!!**

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"SEXY" Vodka ITALIA

Sexy-Italia, Vodka

"SEXY" Cosmopolitan

Sexy-Italia, Vodka & Peachtree Schnapps

"SEXY" Salerno

Sexy-Italia, Sambuca Peachtree Schnapps

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Salerno Imports, LLC P: 732 208-1818 email: info@salernoimports.com



Where to Find Brava-Italia & Sexy-Italia

In New York...

Cha Cha's,
Little Italy

In New Jersey...

Shop-Rite
Lodi & Lyndhurst
A&G Pork Store,
Warren

The Wine Library,
Springfield
Piccolo Gastronomia,
Ridgefield

Piancone's,
Bradley Beach

Joe Leone's,
Point Pleasant