

Esse Caffè' has been supporting the Umberto Veronesi Foundation for years through the sale of products, part of which proceeds are destined to new research projects.

Esse Caffè has once again renewed its partnership with the Foundation at the annual event "Science for Peace".

This important event will be the chance to introduce to the audience the new **Esse Sistema Espresso**: the perfect symphony of elegance and modern technology, created by **GIUGIARO DESIGN**, with an exclusive range of capsules, composed by selected coffee blends and other hot drinks.

The Company will be present with three barcounters at the prestigious Bocconi University meeting venue in Milan.

A customized stand in the Aula Magna will offer the best coffee blends in capsules to all participants, making their breaks more pleasant during the activity days.

A second service of Esse espresso coffee will be provided after lunch.

Finally, also speakers will have the possibility to enjoy a **good cup of coffee in a reserved lounge**.



Esse Caffè has also joined the "Pink is Good" project, also launched by the Foundation, offering their customers a pink coffee cup & saucer specially created for this event: **part of the proceeds** coming from the sale of these products **will be allocated to the funding of grants and research projects** for doctors and scientists who have decided to dedicate their lives to the study and treatment of breast cancer.

The company has confirmed its commitment in this direction with the **launch of a new collection of "POP" cups**, where a part of the proceeds will further increase the resources for new research projects of the Foundation.

The Esse Caffè products can be bought in bars and clubs displaying the Esse Caffè brand or at the new Store located in Bologna city centre.