



## **Milk&Smile: milk and wellness culture**

*From today, the We-Sport portal will offer a space devoted to the project promoted by Parmalat*

**Collecchio (Parma), 27 June 2011** – Starting from today, good mood and movement rhyme with milk: Parmalat presents the **Milk&Smile** project, opening a special section within the **We-Sport** portal (<http://www.we-sport.com>) with news and in-depth analysis about the milk world. Sponsoring the new social network, which allows users to find other people to share their preferred sport activity in the same city, represents the first communication channel of the project. It's a natural association between milk, rich in protein fragments – like casomorphins – with several biological properties, among which its ability to positively influence the emotional sphere and the psychophysical wellness resulting from exercising in company.



**Milk&Smile** - whose logo has been designed to be an image-signal: it is a stop stress in exchange for a smile - stems from the belief that this precious food, healthy and complete, has a great potential of values, known only in part: milk evokes positivity, serenity, calm, sense of family and warmth and is synonymous with wellness and good mood. The project aims to promote a real culture of milk, milk as a true ally for the well-being and a sport drink useful and cheap, that can be consumed at different times of the day.

The idea of well-being has much changed and is no longer connected only to physical health, but it should be considered in a holistic approach, considering also the aspects of social and emotional sphere where relationships and sharing play a primary role. This belief is also expressed by the international medical and scientific community that supports the importance of a healthy diet combined with an active life and with movement.

Starting from these considerations, the **Milk&Smile** project is intended to develop a multidisciplinary roadmap whose philosophy will be expressed in a Manifesto that includes a series of initiatives, first of all a cultural Festival scheduled in 2012.

*The Parmalat Group is one of the few major Italian multinationals in the food industry and a global player in the production and distribution of foods that are essential for everyday wellness: milk, dairy products (yogurt, cream based sauces, desserts and cheese) and fruit beverages, which generated revenues of about 4.3 billion euros in 2010.*

*About 14,000 people work at Parmalat's facilities in Europe, the Americas, Africa and Australia. The Group is present in 16 countries with 69 factories and in 9 countries through licensing agreements.*

*Parmalat has a strong tradition of innovation and develops products with a high value added to improve the diet of its customers with fresh dairy and UHT products and Extended Shelf Life milk.*

*Our global brands are Parmalat for milk and dairy products and Santal for fruit beverages. Fibresse, Omega3, Physical, Vaalia and Zymil are international brands dedicated to functional products with a high value added. Among other local brands that play a key role in their respective markets, the most important include: Lactantia and Black Diamond in Canada; Pauls and Ice Break in Australia; Bonnita, Everfresh and Melrose in South Africa; Berna, Blu Premium, Centrale del Latte di Roma, Lactis and Latte Sole in Italy.*

*Parmalat S.p.A., the Group's Parent Company, has been listed on the Italian Stock Exchange since October 6, 2005.*

[www.parmalat.com](http://www.parmalat.com)

### **Press Contacts**

**Parmalat:** Bianca Frondoni [b.frondoni@parmalat.net](mailto:b.frondoni@parmalat.net) tel. +39.0521.808549 tel. 3478768248

**Evolution PR:** Anna Orlando/Adele Giudice [parmalat@evolutionpr.it](mailto:parmalat@evolutionpr.it) Tel: +39 02 83105.11