



## ENGLISH PRESS RELEASE

FAGE - <https://it.fage/> - is a leading dairy company, known for its famous thick and creamy Greek yoghurt with a unique taste, made from the finest and freshest ingredients. An ambassador of strained yoghurt around the world, what makes FAGE truly special is not only its unrivalled taste, but also the story behind every spoonful. From 1926 the yoghurt FAGE has been produced by the same Greek family with the highest quality standards and know-how passed on from generation to generation.

On the Italian market since the 1980s, it has built a success story and has been rewarded by the Italian consumer for its qualitative excellence both organoleptically and nutritionally. With the aim of contributing to a healthy lifestyle, FAGE continues to provide products suitable for a balanced diet, perfect for sports enthusiasts and food lovers alike, and to develop high-quality innovation. **FAGE is a whole different yoghurt!**

### ***Why participate in the NITTO ATP Finals?***

Here at FAGE we are looking for opportunities to be relevant and close to our consumers and to attract new ones, through the promotion of a healthy lifestyle. A good part of our consumers are sportive people or, at least, they are interested in sport in general.

Tennis in particular is a great fit for our brand as we both stand on strong dedication and passion for excellence. On top of this, tennis fans are already heavy users of our yoghurt for its unique characteristics.

Our commitment with Tennis is becoming stronger and stronger in all the Countries we operate and for Italy (our most important European market) it was natural to establish a partnership with the Italian Tennis and Padel Federation, which we consider to be a strategic and long-term collaboration. We want to be present as an official sponsor at the Nitto ATP Finals because we believe this is the right way to approach tennis.

The most important characteristics of our Yoghurt are its great nutritional profile, its unmatched delicious taste, its naturality (it is only milk and live active cultures) and versatility (can be eaten in endless ways). These characteristics make it a perfect food for a daily healthy nutrition, combining taste and the attention at the nutritional profile.

This is exactly what we want to promote as the official sponsor of the Nitto ATP Finals: the pleasure and opportunity to eat in a healthy and balanced way, without sacrificing taste.

This is the first time we are participating in this event in Italy and we really hope that Italian and non-Italian tennis fans will appreciate our efforts and our presence at the Nitto ATP Finals.