

# IGINIO MASSARI

## ALTA PASTICCERIA

### PRESS RELEASE

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#### OFFICIAL F&B SUPPLIER OF THE 2025 NITTO ATP FINALS IN TURIN LIMITED-EDITION PANETTONE, CREMINI AND MAXI-MACARONS NOW AVAILABLE

*Turin, November 3rd, 2025* – **Iginio Massari Alta Pasticceria** is the **Official F&B Supplier of the 2025 Nitto ATP Finals**, one of the most iconic international sporting events, taking place in **Turin from November 9th to 16th**. A selection of Iginio Massari Alta Pasticceria products will be available throughout the main areas of the tournament, offered to athletes and their teams, and — inside the Fan Village — available for purchase by the event's visitors.

“It's an event that brings together excellence, talent, and passion, values that have always guided our work - explains **Maestro Iginio Massari** -. We wanted to celebrate the tournament with exclusive creations that reflect the energy and elegance of tennis, but above all, it's a way to bring our idea of haute pâtisserie into an international context, sharing the authentic taste of Italian quality with athletes and the public”.

For the 2025 *Nitto ATP Finals*, the Massari family has created three products specifically designed for the tournament. The **Limited-Edition Nitto ATP Finals Panettone** (500 g) is a refined interpretation of the king of Italian leavened cakes, made with candied blueberries and lemons that bring freshness and vibrancy to its flavor. The **Nitto ATP Finals Cremini**, in a special three-chocolate edition (dark, milk, and white), are a masterpiece of taste harmony—perfectly balanced layers for a sweet symbol of elegance and precision dedicated to the sporting event. Finally, the **Lemon and Vanilla Maxi-Macarons**, also in a special limited edition, are easily recognizable thanks to exclusive graphics designed specifically for the *Nitto ATP Finals*.

All products will be on sale at the Nitto ATP Finals in Turin, in Iginio Massari **pastry shops in Brescia, Milan, Turin, Verona, Florence, and Rome**, and in all **Pop-Up stores**. The 500g Panettone and cremini will be available online at **iginiomassari.it** while supplies last.



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