

## Francoli Cup 2009, Reset

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To the attention of the:  
**School Director and Teachers of Bar/Cocktail Courses**  
of Hotel and Tourism Schools

Ghemme, 18 November 2008

The Francoli Cup, an *International Cocktail Contest* reserved for the European students taking part in Bar/Cocktail courses, will hold its 13<sup>th</sup> edition at the **Palazzo dei Congressi (Congressional Palace)** in **Stresa** ([www.comune.stresa.vb.it](http://www.comune.stresa.vb.it)) on Lake Maggiore on **March 3<sup>rd</sup> and 4<sup>th</sup> 2009**. Sponsoring the event, as always, are the Distillerie Francoli of Ghemme ([www.francoli.it](http://www.francoli.it)), the first **ImpattoZero®** ([www.impactozero.it](http://www.impactozero.it)) company which produces Grappa.

The commitment of the Distillerie Francoli of being involved in the world of the schools, together with the adoption of eco-compatible policies, confirms their tendency for the future. The Francoli Cup, in this sense, is an experience of growth, which values quality preparation and stimulates curiosity and awareness about the use of alcoholic beverages.

It is for this very reason that the choice for the valued important awards has been a monetary contribution, the **Francoli Cup Scholarship** worth € 1,000.00, to be used for the student's education with the best demonstrate in the contest,

With this in mind, it is clear that the Francoli Cup wants to put in the foreground a frank and open dialogue which shows that what was said, suggested, proposed did not fall into the unfruitfulness of silence.

This is why the **Francoli Cup 2009, edition Reset**, an extreme revitalization, was developed and includes:

- New contest categories, **Happy Hour** and **After Hours**, no longer focus on the products but rather on the moment and experience a beverage is consumed and the company;
- A technical partnership with a new team and an innovative jury system;
- An additional simplification of the Rules and Regulations for an ever more rapid and transparent message;
- The move to make and develop drinks along with ways and rituals of drinking, in which the bartender is no longer the one who just blends, but rather the "cool hunter" who develops, suggests, and creates trends;
- A new website designed to comment, vote, make suggestions, express all those ideas of change and innovation which we want to give voice to and follow where possible.

To support this new wave is the continued alliance with **AEHT** ([www.aeht.eu](http://www.aeht.eu)) and the *Course in Tourism Science at the University of Milan - Bicocca* ([www.unimib.it](http://www.unimib.it)), institutional examples of our idea of training.

All information is available at [www.francolicup.org](http://www.francolicup.org). We haven't ceased believing in this event and the enthusiasm created and strengthened each year. Nor have we stopped to think that each of you can be a leading role in building a future, which we see here, come to life with all its hopes.

Stefano Francoli  
Francoli Cup Organizer

**Register:** ✉ [www.francolicup.org](http://www.francolicup.org) | **Rules and Regulations:** 📁 [www.francolicup.org](http://www.francolicup.org)  
**Foreign Contact (Marissa):** ☎ +39 (0163) 650.005 + [info@francolicup.org](mailto:info@francolicup.org) or [marissa@francolicup.org](mailto:marissa@francolicup.org)