



FACEM SpA

www.trespade.it

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PRESS RELEASE

TRE SPADE PRESENTS THE ATACAMA DEHYDRATOR AT “HOST 2017” AND IS AWARDED THE SMART LABEL FOR DESIGN

Turin – 11 October 2017. From 20 to 24 October **Tre Spade** is attending “**HOST**” 2017, the fortieth edition of this Milan trade fair, a leading global event in the foodservice sector.

Tre Spade has been specialising in the production of equipment for processing and preserving foods for over a century, and is appearing at HOST with a new stand of approximately 100 square metres and a very full program of meetings and show cooking, all devoted to the theme of dehydration. Taking centre-stage is **ATACAMA**, the latest addition to its large family of products for haute cuisine. It's a new-concept dehydrator, manufactured 100% in Italy, and created with the quality, skill, research and development capacity of this historic Italian brand.

“**To each one their own dehydrator**” is the title of the daily events, each devoted to a different type of ATACAMA, with participation from chef **Riccardo Carnevali**, food blogger **Laura Ghezzi**, “tastosopher” **Michele Di Carlo** and nutritionist **Vito Traversa**. The events are led by marketing and communication expert **Maurizio Di Dio**. A detailed program, showing all the times, is attached.

ATACAMA, whose name is inspired by the world's driest desert, has won the **Smart Label** prize, a major acknowledgement for design promoted by HOSTMilano and POLI.design and awarded to products considered the most “smart” and innovative: you can see the prize-winning dehydrator at the Tre Spade stand and in the Innovation gallery (Hall 10, Stand H76-L89), the exhibition area devoted to all the winning products. For more information: www.host.fieramilano.it/smart-label-2017.

In addition, Tre Spade at HOST is presenting its **new 2018 catalogue** with all the new features and consumer and professional products.

A charming free gift awaits all journalists who come to the Tre Spade stand – the pepper-mill from the historic collection, in limited edition.

Tre Spade was set up in 1894 by the four Bertoldo brothers. The first productions of hot-forged tools were supplemented a few years later by the manufacture of coffee grinders, of which the company soon became one of the major European producers, maintaining its leadership for over seventy years. Production was diversified over subsequent years, extending to many other household, semi-professional and professional products for processing and preserving food. In more recent years vacuum sealers and dehydrators have reconfirmed the tradition of items created with the company's adopted guidelines: superior quality, reliability and functionality. Its products have won various awards in the fields of functional and aesthetic design: the ADI Design Index (2011 and 2014), Smart Label (2013 and 2017), Compasso d'Oro (2014) and Good Design Award (2014). Today Tre Spade is present in more than sixty countries on five continents.

Our websites: www.trespade.it, www.atacamadehydrator.com, www.takaje.com.

Tre Spade at HOST will be in Hall 3, Stand N53-P52. Contacts at stand:

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DEHYDRATORS

atacama

PRESERVING NATURE'S BEST

host Milano
 Equipment, Coffee and Food
 40th International
 Hospitality Exhibition
 October 20-24, 2017
 fieramilano

HALL 3
STAND N53-P52

Dehydration is an ancient and natural way to prolong the preservation of foods while maintaining authentic flavor. The elimination of water from food actually slows the proliferation of microorganisms and preserves the organoleptic properties of fruits, vegetables, herbs, mushrooms, pasta and fish over a long period of time. Not only it's a very natural, easy, sustainable and inexpensive food preservation method, but it also stimulates your creativity. That's why Tre Spade conceived and designed Atacama: **the dehydrator for you!**

Atacama Pro Deluxe



From Friday 20th to Monday 23rd some Ho.Re.Ca. professionals, fans of dehydration, will guide us to discover Atacama and all its possible uses.

We will wait for you in
Hall 3 - Stand N53 - P52

The dehydrator for you

Friday, October 20th from 11.30 am
Atacama for taste professionals
 by chef **Riccardo Carnevali**

Saturday, October 21st from 11.30 am
Atacama in your kitchen
 by the foodblogger **Laura Ghezzi**

Sunday, October 22nd from 11.30 am
Atacama for taste professionals
 by chef **Riccardo Carnevali**

Sunday, October 22nd from 5.00 pm
Atacama for the bar
 by "The gustosofo" **Michele Di Carlo**

a DINNER APERITIF will follow
by Riccardo Carnevali and Michele Di Carlo

Monday, October 23rd from 11.30 am
Atacama for your wellness
 by dr. **Vito Traversa**, nutritionist

All the daily events will be presented by
Maurizio Di Dio, marketing and communication expert

Atacama Pro



Atacama Cube



ATACAMA Tre Spade was awarded of SMART Label, a prize for innovation in the hospitality industry, promoted by HOST - Fiera Milano in collaboration with POLI.design, to those products that stand out for distinctive features in terms of functionality, technology, environmental sustainability, or ethical or social implications. www.host.fieramilano.it/en/smart-label-2017

