

PRESS RELEASE:

DropStop® Wins Italian Gastronomy Award



"A veritable brainwave," was the comment when the world-famous Danish product DropStop® in early June received one of Italy's most prestigious gastronomic honours. The award was founded by the late critic, journalist and wine-and-food expert Luigi Veronelli, who is given much of the credit for the modern Italian quality consciousness in relation to wine and food.

The award was presented at an annual ceremony in Milan, attended by several hundred journalists and food professionals. Very surprisingly, DropStop® beat a number of well-known products in the category "most innovative table object".

The jury highlighted the brilliant concept and surprisingly simple design. The jury's reason for awarding this year's Luigi Veronelli Award to DropStop® reads:

DropStop® is "... one of those inventions that recall the ingenious simplicity of Columbus's egg."

The Italians adore DropStop®

DropStop® is produced by the Danish company Schur Inventure A/S and used by millions of wine enthusiasts all over the world. The Product Manager of Schur Inventure A/S, Kent Sejdelin, attended the award ceremony in Milan. He says:

"It is an important mark of approval for our product when a jury of the leading gastronomes, chefs and food journalists in Italy present us with the award for the year's most innovative table object. Italy is already one of the countries using DropStop® most often, measured by number of inhabitants. The award ceremony, Il Premio Luigi Veronelli, is closely followed by the international gastronomic press and especially the gastronomic world around the Mediterranean. Of course this also means that we are hoping for increased international demand for DropStop®."

Provocative food critic

Luigi Veronelli devoted his life to Italian food and wine culture. He was famous for his persistent and distinctive opinions about quality, which often provoked the industry, but nonetheless he is regarded as the father of today's Italian quality consciousness. He worked as a journalist, critic and adviser to restaurants and the food industry. Luigi Veronelli's insistence on quality caused various players in the food industry to establish a fund in his honour after his death in 2004. The purpose of the fund is to promote food quality – partly by the annual selection of and prize-giving to the best and most innovative products on the market. The fund also honours food writers and awards training grants.

Invented accidentally

DropStop® was invented by the Danish inventor Brian Vang after a minor accident at a dinner party. DropStop® consists of a circular disk inserted in the opening of the wine bottle. It fits tightly against the neck of the bottle, so that the wine can be poured without dripping. The advantage is complete avoidance of drops and DropStop® can be reused endlessly.

In addition, DropStop® can be supplied with company name and logo.

Read more on www.veronelli.com and www.schur.com

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