

PR - MATTE SERVICE CASE STUDY: Medaglia D'Oro

CHALLENGE

Medaglia D'Oro is America's #1 Italian-style espresso, but had seen its sales slowly eroding as an older generation of immigrants was supplanted by "baby boomers."

SOLUTION

Block & DeCorso's public relations team created a program for Medaglia D'Oro that went beyond traditional press releases about the company and products. We developed a matte service article for summer reading, titled "Chilled Mocha Espresso Delight" which featured a recipe specifically calling for use of Medaglia D'Oro Espresso.

RESULTS

The matte service article:

- Was picked up by 828 newspapers in 42 different states.
- Provided exposure of the brand to over 40,455,000 readers.
- Played a significant role in a sharp boost in sales.

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Chilled Mocha Espresso Delight

(NAPS)—When the days sizzle and the nights simmer, sipping a frosty Mocha Float may be a deliciously cool way to re-energize. The combination of a traditional iced coffee and dessert has transformed the classic float into a nouveau delight.

It can be enjoyed at family gatherings, served at outdoor soirées or savored individually.

When preparing this wonderfully refreshing recipe, be sure to use an authentic, quality brew, such as Medaglia D'Oro Caffé Espresso.

Medaglia D'Oro Mocha Float

4 ounces chilled Medaglia D'Oro brewed espresso, sweetened to taste
3 tablespoons chocolate syrup
3 ounces milk
1 scoop (½ cup) coffee mocha chip ice cream
1 scoop (½ cup) dark chocolate ice cream
Chilled seltzer or club soda
Whipped cream (for garnish)
Sweetened cocoa (for garnish)

1. Pour espresso, chocolate syrup and milk into a chilled 16 ounce glass. Stir to blend. Add coffee mocha chip and dark chocolate ice cream.
2. Fill glass with seltzer and stir. Garnish with a dollop of whipped cream and dust with cocoa. Serve with a straw and long-handled spoon.
Makes 1 serving

A Mocha Float can be a delicious refresher on a hot day.

For further information about Medaglia D'Oro or to find a supermarket near you that carries Medaglia D'Oro Caffé Espresso, call 1-800-735-6965.



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