



CHIEF PER PASSIONE

PEANUTS

l'accento sulla casa
EXCELSA
ITALIAN LIFESTYLE

WITH MY COOKING BOX AND PEANUTS TO TAKE CARE YOURSELF

The project **TAKE CARE WITH PEANUTS** is encouraging 3 important messages: take care of yourself, take care each other and take care of the environment.

My Cooking Box claims the project Take Care Yourself; Excelsa gives its enthusiastic contribute to this initiative.

Starting from June 30 will be available as purchase My Cooking Box Peanuts: a limited edition box filled of all the ingredients and the right quantities to make a dish of "trofiette alla Genovese". Only the first 340 Customers will rush the box purchase will receive in additional a set of 6 glass Peanuts coasters by Excelsa.



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Purchasing and cooking My Cooking Box Peanuts means take care yourself because you can:

1. Make a delicious and healthy recipe thanks to My Cooking Box (although if you are not a chef).
2. Taste the authenticity of a recipe 100% made in Italy. It is a pleasure to your body and mind.
3. Have a fun in your kitchen, switch off and turn on your taste buds!

Follow the project through the official channels!

mycookingbox.it

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instagram.com/excelsa.it
linkedin.com/company/excelsa-it

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MY COOKING BOX

My Cooking Box is a box includes all the ingredients, the dressing to make a traditional regional italian recipe in a modern way or a specific gourmet proposal for several purposes of tasting.

Inside the box there is everything you need: ingredients selected between enogastronomic excellence of Italy, coarse salt and olive extra virgin oil, all of this in the right doses in order to don't waste anything.

Who buys My Cooking Box consciously make and taste a recipe who is speaking of quality, territorial typicality and respect for the food.

EXCÉLSA

Born in 1998, Excélsa is an homeware brand of Bergamaschi Vimercati S.p.A. an italian company founded more than 100 years ago and with many years of experience in homeware market and owner of the homonymous retail chain. Excélsa is pleasantness, authenticity and italian style.

PEANUTS

The characters of Peanuts and related intellectual property are owned by Peanuts Worldwide, which is 41% owned by WildBrain Ltd., 39% owned by Sony Music Entertainment (Japan) Inc., and 20% owned by the family of Charles M. Schulz, who first introduced the world to Peanuts in 1950, when the comic strip debuted in seven newspapers. Since then, Charlie Brown, Snoopy and the rest of the Peanuts gang have made an indelible mark on popular culture. In addition to enjoying beloved Peanuts shows and specials on Apple TV+, fans of all ages celebrate the Peanuts brand worldwide through thousands of consumer products, as well as amusement park attractions, cultural events, social media, and comic strips available in all formats, from traditional to digital. In 2018, Peanuts partnered with NASA on a multi-year Space Act Agreement designed to inspire a passion for space exploration and STEM among the next generation of students.