ILLY ISSIMO

Properties list:

ready to use
end-user packaging
metals
new product
coffee, tea and infusions
contemporary
unusual structural association
range of products
metallic
photo to evoke

The classic taste of Illy is now available in Illy Issimo, a new line of three bold and energizing ready-to-drink coffee beverages designed for on-the-go refreshment, the result of a partnership between IillyCaffè and The Coca-Cola Company. The product is packaged i n 150 ml and 200 ml slim cans, one for "Illy Issimo Caffè" and the the other for "Illy I ssimo Latte Macchiato" and "Illy Issimo Cappuccino".

Reference: http://www.illy.com/wps/wcm/connect/US/illytools/footer/news/illy-issimo

Credits:

Country: Italy / United States of America
Year: 2008
Producer: Coca-Cola / Illy CaffÃ¨

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