

# Press Release

3 December 2015

**Embargoed until**  
4<sup>th</sup> December

## **Nancy Dell'Olio launches €70,000 crowdfund for Limonbello, a brand new drink inspired by limoncello**

London, UK – December 2015 — TV Personality Nancy Dell'Olio launches Limonbello, the new dinner drink inspired by limoncello. Nancy who is a native Italian, has a passion for food inspired by her parents' New York restaurant chain. She spent the past few years working on her own version of limoncello, and now she wants to share it with the world.

Encouraged after tinkering with real green lemons and her family's ingredients, Nancy puts a new twist on a tired libation, starting a line of premium brand drinks, then expanding to drinks and holistic lifestyle opportunities via crowdfunding. This platform will be used to sell pre-order bottles and experience-based packages with Nancy.

### **Crowdfunding Opportunity**

- Crowdfunding target €70,000 via designer site Born.com
- Launch date: went live from Friday 4th Dec 2015
- Crowdfund available at [https://www.born.com/view/799/limonbello-until Feb 2016](https://www.born.com/view/799/limonbello-until-Feb-2016)
- Offers one bottle of Limonbello to pre-order for €39, two bottles of Limonbello to pre-order for €70 and six bottles for €190

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## WHAT MAKES LIMONBELLO UNIQUE?

1. Authentic yet healthier recipe of low alkaline constitution by comparison to most alcoholic beverages, which are generally highly acidic.
2. The process contains only natural products and no added sugar or artificial sweeteners.
3. Limonbello is both organic and strong in alcohol content.
4. Mixes well with other drinks in cocktail form or on its own. Enjoy it on the rocks.
5. Appealing to both the discerning female and male gender, looking for something fresh to complement their meal, or just to savour as a standalone refreshment.

Nancy brings limoncello back to life with her own improved twist of real green lemons combined with an acid-free and sugar-free mix. This organic Limonbello is set to become the Limoncello of Limoncellos, bringing a beautifully created fresh drink to the market. Limonbello is not only enjoyable in its own right but mixes well in cocktails and helps to create a versatile base for a range of sophisticated libations.

Nancy has chosen the designer-only crowdfunding platform [BORN.com](https://www.born.com) to launch Limonbello. As the first star to use a crowdfund reward platform to launch a product, Nancy sets a new standard showing how crowdfunding has become mainstream.

Nancy is seeking to reach her goal of raising £70,000 to start producing Limonbello. [Link to her campaign page.](#)

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**Notes to Editors**

**Nancy Dell'Olio** a lawyer and businesswoman as well as an ambassador for many worthy causes, Nancy enjoys a degree of celebrity, which she has dedicated to launching authentic products from her home country as well as supporting initiatives in sustainability, women's issues and leadership. [Link to her campaign page.](#)

**BORN** is a global 'brandtech' company. BORN offers a crowd financing solution for small and medium design-led lifestyle brands. The BORN digital platform brings together style-lovers, rising talents and creative leaders. [BORN.com](http://BORN.com)

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