

# Vittoria are backing Hearts and Hibs

The well known pizza and all things Italian Vittoria Group are hedging their bets when it comes to football!

They have entered an exclusive new partnership with both Hearts and Hibs for the 2017/18 SPFL Football season.

The Italian restaurant group based in Edinburgh for so many years they have become an institution themselves are sponsoring the two biggest football clubs in the capital for the upcoming season.



One of the Scotland's most successful restaurant brands, Vittoria Group will have the opportunity to engage with both Hearts and Hibs' fans via an exciting new consumer campaign that will include promotion, giveaways, digital and social media activations, as well as consumer events in their restaurants throughout the season.

With Vittoria on the Walk, Vittoria on the Bridge, La Favorita, La Favorita Delivered, Taste of Italy and Divino the Vittoria Group will have access to one of the most passionate and highly engaged base of football fans in Edinburgh.

Tony Crolla, Chairman of Vittoria Group said : "I am very pleased that Vittoria Group can support two of Edinburgh's SPFL football clubs for the 2017/18 season, particularly at a time when both Hearts and Hibernian have so much to look forward to – on and off the pitch.

"As a valued partner, our restaurant group are delighted to offer all season ticket holders at Hibernian and Hearts discount at any time while dining at Vittoria on the Walk, Vittoria on the Bridge and the home of Edinburgh's original log-fired pizza at La Favorita on Leith Walk".

A spokesperson for Hearts said, "The club are really forward to working with Vittoria Group throughout the season. They are one of the biggest restaurant groups in the city and we are

delighted that our fans will have the opportunity to enjoy a special rate when they dine at one of Vittoria's outlets."

Laura Montgomery, Head of Sales and Sponsorship for Hibernian FC said, "We are delighted to partner with the Vittoria Group for the season ahead. They have excellent restaurants right in the heart of the City and it is fantastic news that our supporters will be able to directly benefit from the partnership with a special discount when dining. It is an exciting time for the club as we return to the Premiership and this is further great news for both the club and our fans."

Mr Crolla continued : "We are passionate about our customers and recognise that many of our loyal diners attend football games week after week in Edinburgh. We are looking forward to getting behind both teams and hope that fans will continue to join us pre and post match and discover the delicious authentic Italian food that Vittoria group have become so well known for in the city."