



#### 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 IllyCaffè and The Coca-Cola Company. The product is packaged in 150 ml and 200 ml slim cans, one for "Illy Issimo Caffè" and the other for "Illy Issimo 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 Caffè

Other images: