



Press Release

## Raspini extends its partnership with WES for a further 3 years

**Monaco (P.ty) Tuesday 19 April 2022** – WES Management is delighted to announce the partnership extension with Italian brand **Raspini** for a further three years as a **Main Partner** of the series.

Raspini started its presence in the UCI E-Mountain Bike World Cup last year with intense participation as a series partner and a team sponsor. To increase its exposure and improve its support to the series, the brand will award athletes with a brand-new special prize in 2022: the **Pole Position Powered by Raspini**.

This will be awarded to the Woman and Man Athlete setting the **fastest time during the Qualirace**, the timed trial lap determining the race starting grid at each race. The Athletes recording the highest number of fastest laps at the end of the season will receive a fresh-new award and an attractive prize.

Raspini was founded in 1946 and has become a leading company within the cured meat and sausage sector, being appreciated in Italy and abroad for its **very high-quality food products**, also great for athletes. As a dynamic company, keen on **sustainable production** processes, Raspini is a strong supporter of sports events and reinforces its commitment to World Cycling on the WES platform.

WES will once again be using **#MERENDATIME**, as a hashtag within the communications across its different channels which draws attention to the importance of **nutrition within sports** at the highest level.

For further information:

[raspinisalumi.it/en](https://raspinisalumi.it/en)