

FOOD AND BEVERAGE

LVMH-owned Cova brings coffee operation to Italy's Bagni Bosetti beach

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LVMH is bringing metropolitan heritage to the Northern coast of the nation, standing up a new restaurant space. Image credit: ARR

By LUXURY DAILY NEWS SERVICE

Milanese coffee house **Cova**, one of Italy's oldest, is setting up shop in Paraggi, Italy.

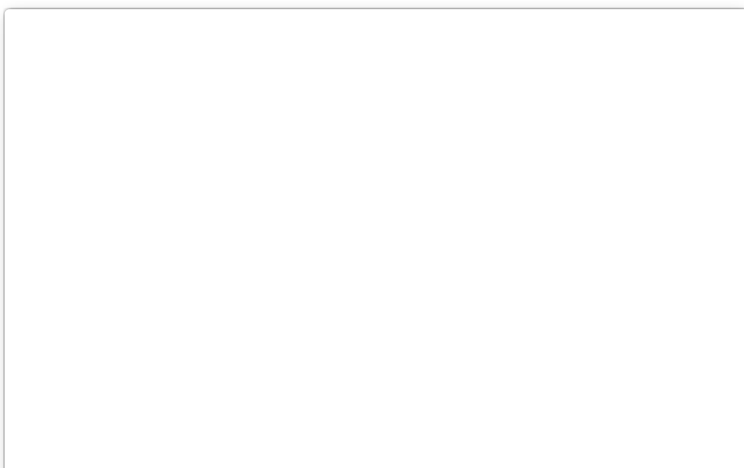
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LVMH is bringing metropolitan heritage to the Northern coast of the nation, standing up a new restaurant space. Aiding a larger effort to revitalize the area, Cova will bring 200-year-old style and flavors to the neighborhood's Bagni Bosetti beach.

Sweet treats

Expanding both domestically and internationally since 1993, the total number of Cova locations reaches 30 with the opening of the Paraggi store the LVMH-owned concept currently stretches across China, Hong Kong, France, Japan, the Middle East and Monaco, to name a few.

Known for its coffee and panettone, a sweet bread with deep ties to Milan's culinary history, the chain is one of the country's oldest confectioneries. Now, those vacationing in the Liguria region between Portofino and Santa Margherita can try Cova's refreshments for themselves.



[View this post on Instagram](#)

A post shared by Pasticceria Cova (@pasticceriacova)

Typically adorned in blue and gold colorations, the newly-opened Bagni Bosetti beach spot basks in tones of red and white, with some gold embellishments included for good measure.

The wood-paneled space incorporates sustainably sourced materials such as natural teak. In an attempt to maintain the native beauty of the local environment, the bistro's operations are also eco-conscious, eliminating the use of plastics and partnering with local producers to celebrate the surrounding terroir.

Opened daily from 8:30 a.m. to 8 p.m., Cova's menu is regularly updated. For those on the boardwalk looking to stop in, coffee flows from a bar facing the tourist attraction.

Later this month, Italy's Prada Group will reopen newly-acquired pastry shop Caff Principe for business in the town of Forte dei Marmi ([see story](#)).

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