

“SHAKE YOUR TALENT”: LOOKING FOR NEW TALENTS IN THE WORLD OF MIXOLOGY



The new digital campaign by **The Mixing Star** is underway: it will select the best **Disaronno** and **Tia Maria** cocktails to be served at the next **50 Best Bars** events, on the occasion of the awards ceremony at the three international ranking events for the best bars in the world.

Because if there's one thing bartenders love is to experiment with new cocktails and only the most creative get to become part of the **50 Best Community**. A young, always buzzing community featuring bartenders from all over the world, true experts in international mixology. How to recruit new talents and innovate the



field, then?

With the “**Shake your talent**” project, an exciting online casting!

The purpose of this project is to consolidate the relationship between Disaronno and Tia Maria and bartenders from all over the world, through what links them: cocktails.

Using the instagram profile **@themixingstar** as a hub and contact channel, three influencers of the Community – **Priyanka Blah (@priyankablah)**, **Shane Eaton (@cocktailpilgrim)** and **Tara Fougner (@tarafougner)** – will select “guest bartenders” who, by offering their most innovative recipes made with **Disaronno** and **Tia Maria**, will have the opportunity to

take their creations behind the bar at **North America's, Asia's and World's 50 Best Bars 2023** events.

During the first weeks of the campaign, **The Mixing Star's** IG fanbase grew by 30% organically, with an engagement rate of 7%. To date, we have received over 100 recipes to choose from and we will soon find out from where the bartenders will fly with us to **Mexico** for **North America's 50 Best Bars**, to be held in **San Miguel de Allende** on **May 4th**.

With this new digital campaign, Illva Saronno takes a further step towards the consolidation of **Brand Equity** among the most influential stakeholders in the sector, reconfirming the ever-increasing role of the company in the international scene of **spirits**. And, speaking of increased notoriety, the **Drinks International** report has just been released with its **international ranking**



of the best-selling brands in the world in the spirits sector, which sees **Disaronno** rise from tenth to **fourth place**, thanks to an undisputed leadership over the years in the amaretto market segment and by a skilful sales and widespread distribution strategy in over **160 countries**.

