

FAIRS AND EVENTS IN ITALY: ILLVA SARONNO AT VERONA MOTOR BIKE EXPO AND AT BEER & FOOD ATTRACTION IN RIMINI



One of the aims of Illva Saronno's strategy for 2023 is to increase the visibility of a rich **product portfolio**, intensifying its presence at **fairs** and **events**, to keep close contact with customers and distributors thus strengthening existing relationships.

These are the catalysts for a massive intervention on the

Italian market, which kickstarted the year with Illva Saronno's presence at a series of important events: from **January 27th to 29th** at the **VERONA MOTOR BIKE EXPO FAIR**, an international event dedicated to custom motorcycles and two-wheel enthusiasts, where Illva Saronno created a **The Busker** branded stand.

With over **160'000 visitors** and **720 companies** present, an area of **100'000 sqm** between **7 pavilions** and over **100 events**, the Motor Bike Expo proved to be a unique opportunity to meet consumers and offer them a taste of the **4 references** in our Irish whiskey range as well as exclusive **The Busker** merchandise. From **February 19th to 22nd**, Illva Saronno

was the protagonist with **Disaronno**, **The Busker**, **Rumpublic** and **Marsala Florio** at the **Beer & Food Attraction fair** in **Rimini**, which saw the participation of over **30 thousand professional operators** (an increase of over **12%** compared to the previous edition).

Beer&Food Attraction is the most important annual appointment





in Italy for the Ho.Re.Ca market, with a busy calendar of meetings, masterclasses, cocktails and tastings that enlivened **four intense days of events** in a large stand dedicated to our **4 brands** and to a special Illva Saronno branded **central bar**, which allowed visitors to experience new trends in

mixology as well as that renowned Made in Italy excellence that make the Illva Saronno portfolio unique. The appointments for 2023 on the Italian market will continue, with over 10 events scheduled in the upcoming months.

