

GELATO UNLEASHES THE JOY OF CARTOONS: THE PARTNERSHIP BETWEEN DISARONNO INGREDIENTS AND LOONEY TUNES CONTINUES



Disaronno Ingredients renewed its partnership with **Looney Tunes** in 2023 as well, to offer its customers all the color and joy of **cartoons**, a new way to boost the appeal of ice cream shops with irreverent, exhilarating energy!

After the great success of the **Tweety** flavor launched in 2022, two more **LOONEY TUNES** novelties are now available, inspired by the most incredible characters from that wacky world: **Wile E. Coyote** and **Sylvester the Cat!**





The new **WILE E. COYOTE** ice cream is a real explosion of taste with its bold **toasted peanuts** flavor **variegated with almonds and cocoa** for a **super crunchy** delicious treat! Beside the clumsy, crafty coyote we have the most beloved unlucky cartoon feline: it's time for **SYLVESTER THE CAT** and the new ice cream inspired by him, a **coconut-flavored** creation with **crunchy wafer pieces** to make it even more irresistible! In all ice cream shops that choose

the quality of **Disaronno Ingredients**, the **Looney Tunes-themed flavor** line expansion is a veritable party for consumers thanks to the WILE E. COYOTE and SYLVESTER THE CAT & TWEETY promotional kits, brimming with **gadgets and showcase materials for the retailer**. A new way to bring smiles to consumer faces young and old, without ever forgetting the quality and innovation that **Disaronno Ingredients** gifts its customers and ice cream shops with.

