

DISARONNO INTERNATIONAL U.K.: THE SUBSIDIARY GETS A NEW BUSINESS STRUCTURE AND CONSOLIDATES STRATEGIC MARKET OBJECTIVES



In January of this year **Disaronno International U.K.**, the British branch of our business, became officially part of the Illva Saronno Group, taking charge of distribution, sales and marketing of our brands in the United Kingdom.

Disaronno International U.K. thus joins our other two branches in the **U.S.** and **Holland** while in the rest of the world,

in a spirit of enduring mutual trust, **Illva Saronno continues the partnerships** with local distributors that have made it possible to create ever stronger synergies with entities having in-depth knowledge of their respective markets. The U.K. has always been an important and significantly growing market for the spirits industry. In particular,

Disaronno International U.K. aims to implement Illva Saronno's strategies throughout the territory, adapting them to the local market's specific needs and trends. This very much involves managing the growth and relevance of our principal brands: **Disaronno, Tia Maria, The Busker**, in addition to the complete portfolio of our wines (**Florio, Corvo, Duca di Salaparuta**).

The Disaronno International U.K. team consists of more than twenty individuals who devote keen attention to on trade and off trade channels. Among longtime collaborators and a fine roster of fresh faces, the team boasts both vast experience in the field and incredible momentum towards new heights.

Located in north **London**, near the

Stansted airport, the new headquarters is a contemporary, creative work space with modern offices and an equipped bar. Fabio Boldini commented eagerly on future objectives: *"The next chapter of Illva Saronno is extremely exciting. We're bringing innovation to the center of our company with the aim of shaking up the category and invigorating our already much loved brands. We'll begin Disaronno International U.K.'s journey in this 2021 rich with challenges, launching on the market new products and new energies for growth."*

We're happy to share this **enthusiasm for the future**, as it's the horizon we set our sights on more and more: that of a rapidly expanding market. All the best to our new subsidiary!

