

ILLVA SARONNO'S INTERNATIONAL BRAND ADVOCACY PROJECTS: THE SUCCESS OF "TALES OF THE COCKTAIL 2024" AND THE "50 BEST BARS" RANKING EVENTS



The second half of 2024 has proven to be a period of great success for **Illva Saronno**'s brand advocacy strategies. Participation in the 2024 edition of **Tales of The Cocktail**, held in July in **New Orleans**, provided extensive visibility for all the brands in the company's portfolio. Notably, with the new "**Disaronno House**" format, **Illva Saronno**

brought its flagship brands — such as **Disaronno**, **Tia Maria**, **Sagamore**, **Engine**, and **The Busker** — together under one roof at the exclusive **Peychaud's Bar** in **New Orleans**. This was the perfect opportunity to engage with the international bartender community and showcase the innovation, creativity, and tradition that **Illva Saronno**'s product

catalog offers to the contemporary mixology landscape.



This “global” approach also led to outstanding results at the recent **Bar Convent Berlin**, one of the most important trade shows in the spirits industry, held from **October 14th to 16th in Berlin**. Illva Saronno took

full advantage of the event, gaining significant visibility through two large and impactful stands:

- The first, dedicated to **Disaronno Originale, Disaronno Velvet, Tia Maria and Engine**;
- The second, focused on “Barrel Aged” products, including **Florio, The Busker, Rump@blic, and Sagamore**.



Two exceptional masterclasses rounded out the company's presence, attracting a wide audience of visitors: a seminar titled **"Irish Whiskey: The Rise, Fall, Resurrection, and now Revolution"** with **Woody Kane, Peter Cooney, David Elder e Darryl McNally**, and an event titled **"The Rebirth of Fortified Wines"** with **Simone Caporale and Fabio Boldini**.



The same creative and enterprising spirit, always driven by the pursuit of new industry trends, also fuels the ongoing sponsorship of **Disaronno** and **Tia Maria** at the annual **"50 Best Bars"** awards events. These international recognitions celebrate excellence in mixology and hospitality. At the final night of the **Asia 50 Best Bars in Hong Kong** last July, **Disaronno** presented the award for best "new entry" in the rankings to **Bar Leone** in Hong Kong, which also claimed **the top spot** in the city's bar rankings. This was a remarkable achievement, as was the impressive **3rd place** secured by **Jigger & Pony** in **Singapore's** best bars ranking, sponsored by **Tia Maria**.



For **Disaronno** and **Tia Maria** the spotlight also shone on **October 22nd** during the finals of the **World's 50 Best Bars** awards in **Madrid**, celebrating the best bars worldwide, selected by a panel of over 250 experts, including bartenders, journalists, and influencers.

