

Illva Saronno capitalizes on Disaronno in Orlando

By **Jas Ryat** on February, 27 2020 | Spirits & Tobacco



Whether served neat, on the rocks or in an easy-to-make cocktail, the versatility of Disaronno offers a successful sampling experience and something for everyone to try

This year's Summit of the Americas exhibition in Orlando will see Illva Saronno continue to promote its iconic brand Disaronno.

The brand, which has made a name for itself as the world's favorite Italian liqueur, is the perfect blend of a centuries-old tradition and a future-oriented approach. Due to its original taste and appeal for "giftability" or self-consumption, the brand presents well in airport shops, cruise ships and ferries all over the world.

The versatility of Disaronno makes it a strong contender for travel retail sampling and activations. Whether served neat, on the rocks or in an easy-to-make cocktail, there is something for everyone to

try. For travelers who know Disaronno – and those who do not – sampling enables them to enjoy the different nuances that contribute to the uniqueness of the liqueur.

With a wide portfolio including the Tia Maria coffee liqueur and the Rabarbaro Zucca aramo liqueur, Disaronno will not be the only product on display in Orlando.

Nikos Tsagarakis, Global Travel Retail Director, Illva Saronno, comments: “We are delighted to be returning to Orlando this year, for the first time under the umbrella of our distributor WEBB Banks, who now additionally represents us in the Americas travel-retail/duty free as well as for the domestic market in Central America and the Caribbean.

We are confident that WEBB Banks will enable Illva Saronno to continue building its footprint within the Americas market; they have done an excellent job for us on the Central America and Caribbean domestic markets and our relationship is now stronger than ever.”

WEBB Banks can be found in Suites 2, Peacock Spring, Rock Spring I at the show.