

Illva Saronno strengthens travel retail team

By **Jas Ryat** on April, 15 2019 | Spirits & Tobacco



Byron Tian, the newly appointed Area Director for North Asia, Illva Saronno

Illva Saronno is returning to the TFWA Asia Pacific Exhibition with a strengthened travel retail team (Stand number: M10).

The company has announced the appointments of Byron Tian as Area Director for North Asia and Matteo Scaravelli as Country Manager for Japan.

Tian will be based in Shanghai, and is tasked with expanding Illva Saronno's business interests across the Greater China region, including China, Taiwan, Macau and Hong Kong, as well as South Korea.

He joins Illva Saronno with a wealth of experience in the China market and strong credentials within the spirits industry, having held general management and marketing roles held within Marie Brizard and Diageo China.

Scaravelli will be based in Tokyo, with responsibilities for the expansion and acceleration of Illva

Saronno's business interests in Japan – an identified growth market for its brands. He joins Illva Saronno with a wealth of experience in both the alcohol industry with time spent at Bacardi Martini Japan and Treasury Wines Japan.

They both report directly to Trent Russell, Regional Director for Asia Pacific and Global Travel Retail. Russell is responsible for significantly boosting Illva Saronno's progress in the region, particularly in Australia, Japan and China.

The company recently appointed Nikos Tsagarakis as Global Travel Retail Director and Valentina Cozzi as Global Travel Retail Marketing Manager to continue its growth within the channel.

Said Russell: "We now have a very strong and dedicated taskforce to grow our international travel retail business. That is not just through airports, but other channels too – particularly the growing cruise business and downtown. The focus for Byron and Matteo will be in domestic sales but, thanks to their knowledge, they will also help the travel retail market."

In Singapore show news, Illva Saronno will be introducing a lower ABV Disaronno cocktail, Disaronno Fizz.

This year also sees Illva Saronno focusing on the growth of its Tia Maria brand, with a domestic TV commercial being aired in Europe built around the concept of One of a Kind.

"We have invested heavily into promoting Tia Maria in the domestic market, but we also have huge ambitions for the growth of the brand in travel retail. One of our main pillars of Tia Maria strategy is based on the mixability and versatility of our brand," said Tsagarakis.

Visitors to the Singapore exhibition can enjoy Disaronno's cocktail, Disaronno Sour, at the TFWA Asia Pacific bar from Monday to Wednesday. The bar is situated on level 4 of the Marina Bay Sands Expo & Convention Centre and is open from 18.00 to 19.30, except on Monday when badge holders can enjoy cocktails from 17.30 to 19.30.