

## DISARONNO INGREDIENTS: BIG LAUNCH AT SIGEP



Presented officially **March 12-16th** at the 2022 edition of **SIGEP RIMINI** – the world's number one ice cream trade show – **Disaronno Ingredients** made quite a big hit. The fair proved to be the ideal stage for launching **Illva Saronno's new strategic asset**, the creation of which confirms the decision on the part of the holding to invest significantly in the sector that, in addition to semi-finished and service

products for ice cream, includes pastry mixes and bakery goods. In essence, Illva Saronno has established a new business reality, **Disaronno Ingredients**, able to meet the challenges of the market as a single entity, all while preserving the characteristics of the various brands that comprise it, namely: **Anselmi, Montebianco, Prodotti Stella, Eurobisco, Chiaravalle** and **Selection**.

**Anselmi**  
DAL 1892



  
**MONTEBIANCO**  
*all about Gelato*

*Chiaravalle*

**EUROBISCO**

*Selection*  
DECORATIONS AND DETAILS





After two exceptionally hard years for business activities involving the restaurant industry, ice cream shops in particular, the launch and presence of **Disaronno Ingredients** at Sigep set forth clearly the company's will to stand alongside its customers, to place major stakes with them on a common project of economic rebirth and recovery. Unlike other prominent competitors, in order to continue being on the side of its customers Disaronno Ingredients chose to invest energies and resources in this fair: with a 600+ sqm trade show booth that attracted a lot of attention. At Sigep 2022 Disaronno Ingredients presented a total of **150+** ice cream flavors and pastry recipes and more than **20** different **product lines**. In addition, it launched **15 new items**, including:

- the **new** must-try **Titti flavor** (for the cartoon character Tweety's **80th birthday**),

a unique and exclusive collaboration between **Montebianco** and **Warner Bros**;

- two new flavors, **Ciobar Chocolate** and **White chocolate**, marking another important Montebianco collaboration, this time with **Cameo Ciobar**;

- new multicolor **Fullyfruit** sweets, featuring an extra high percentage of fruit, which thanks to a **new technology** preserves all its natural **freshness** and **taste**;

- **Purea** fruit purees, available in three flavors (Strawberry, Mango, Passion Fruit), benefiting from the same innovative technology developed at the Disaronno Ingredients labs in Vicenza, thus ensuring the freshness of the **best fruit all year round**.

The above figures represent further incentive for **Disaronno Ingredients** in meeting future challenges with the unique acumen and expertise that distinguish it.

