

DISARONNO INGREDIENTS: AN AWARD FOR ANSELMI'S 130TH ANNIVERSARY



Within the sphere of the 15th edition of the Premio Comunicando awards event, **Disaronno Ingredients won an honor in celebration of the 130th anniversary of Anselmi**, Italy's (and the world's) very first artisanal ice cream brand, now part of the new strategic asset Disaronno Ingredients. The award ceremony, which took place during the Sigep trade show in

Rimini, marked the **15th edition of "Comunicando" – a communication awards event** which gives recognition to advertising campaigns, to storied brands and to top performing digital activities in the ice cream and pastry sectors. Comprising the panel of judges are journalists and experts from the same. An outstanding success story, Anselmi



was founded in Padua, Italy, in the late 19th century. Since then it has handed down an impressive body of knowledge from generation to generation, always devoting keen attention and meticulous care to the quality and purity of every single ingredient. Still today, these factors define the essence of a brand that stands out for the absolute excellence of its products, certified by prestigious institutions and consortiums.

