

## THE BUSKER MEETS PUBLIC AT FERRARA BUSKERS FESTIVAL (ITALY) AND BBQ FEST IN IRELAND



**The Busker**, Illva Saronno's Irish whiskey with a true down-home authenticity, meets the general public at an event sharing with it both name and adventurous spirit (street artist mode): Italy's **Ferrara Buskers Festival**.

For years the city of Ferrara has served as the stage for a major street art and music festival where, along with crowds of tourists coloring the scene, musicians and tightrope walkers rediscover the beauty of sharing open spaces and festive creativity.

Against the magnificent backdrop of the **Castello Estense** and **Piazza Maggiore**, **The Busker** whiskey, **official sponsor of the event**, made a mark during highlight moments with **two kiosks set up** in the food area and in the area devoted to interviews and encounters with the artists. In addition, the brand offered everyone the chance to taste the product and try leading cocktails like **The Busker Paloma** at the fest's three bar points.







# 5000

PRODUCT TASTINGS

# 10000

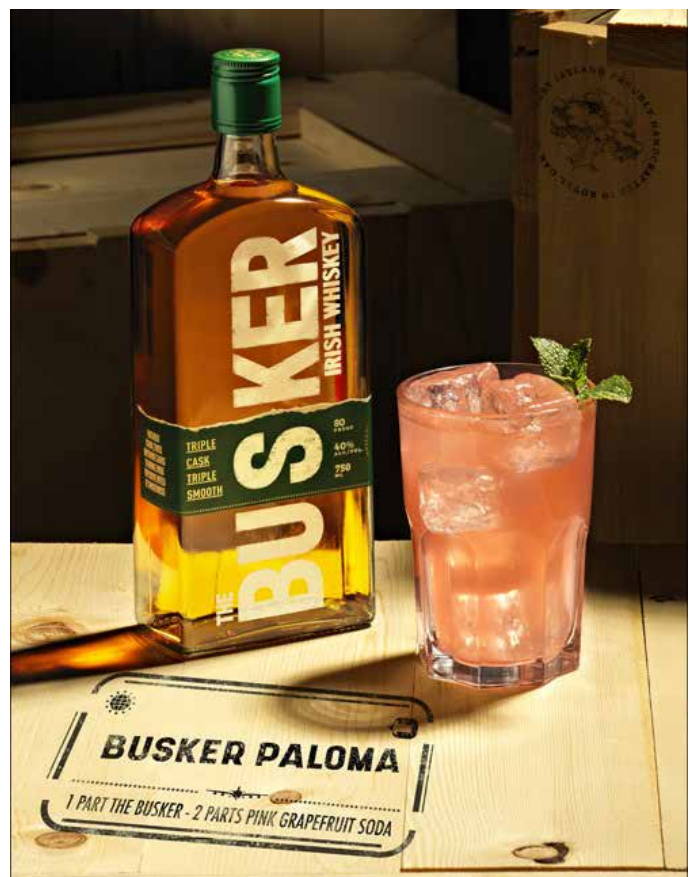
PARTICIPANTS

Result: **five full days** with **100,000+** visitors a day, **5,000** product tastings, and **10,000+** participants in **The Busker Whiskey** presentation.

These numbers confirm the exponential growth of a brand gaining much from activation initiatives, in particular from **events open to the public**, Irish whiskey aficionados most of all.



Last September, Royal Oak -- which is home to The Busker -- hosted the first **THE BUSKER BBQ FEST** inviting to the event Irish and international bartenders, journalists, the local community too. On this occasion the more than 250 people in attendance had the opportunity to enjoy an experience in true The Busker style. Indeed, they had the chance to appreciate the **Paloma Truck** (which offered 600+ Paloma cocktails), to eat in the BBQ area, to chill out in the Cigar Room, and to make toasts during an exceptional performance by Irish bands.









Meanwhile lately across the Atlantic in the United States, the brand has pursued a strategy of increasing its presence on social media channels, through both the involvement of **five influencers** with a total of **9+ million followers** and a precise partnership with **Hypebeast** (popular webzine with **10+ million followers**). All with the aim of generating attention to the **product e-commerce** and merchandising and “**ready to wear**” lines.

Further confirmation of the great interest The Busker is sparking in the U.S. comes from: 1) the **four silver medals** won by the whiskey’s **four references** (Single Grain, Single Malt, Single Pot Still, The Busker Triple Cask Triple Smooth) at the recent **New Orleans Spirits Competition** organized by the “Tales of the Cocktail Foundation”; and 2) the gold medal won by Single Malt and the silver one won by the **Single Grain** at the **2022 Awards** organized by the **Beverage Testing Institute** in Chicago.

So this is an extremely important moment for our whiskey - a whiskey able to catalyze new target audiences and reach new market after new market, consolidating and enhancing the authoritativeness it has already achieved on leading world ones.

