

MORE FROM “A DAY IN THE LIFE OF ILLVA”: TALENT STORIES, NEW CHAPTER OF ILLVA CAREERS PROJECT

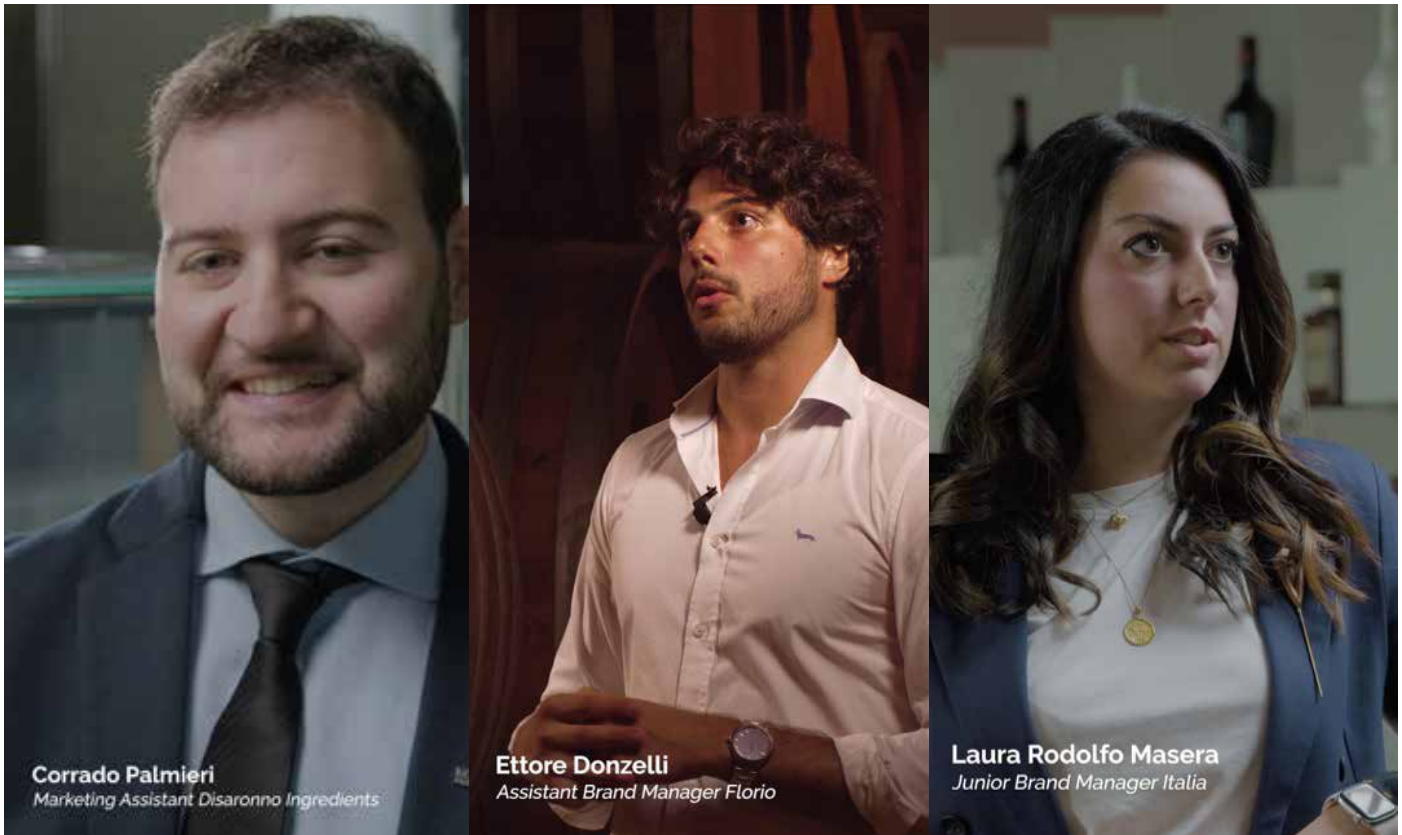


In follow-up to last summer’s project launch, now “**A Day in the Life of Illva**” (chapter of **Illva Careers** devoted to discovering the ILLVA world directly through the words of young talents working for the company) moves forward quite interestingly this fall.

Conducted by **Fabiana Andreani**, influencer and manager/specialist in orientation and career development, the video-interviews published on social media channels and on the

website www.illvacareers.com tell the stories, complete with impressions, hopes and dreams, of young professionals who work at Illva Saronno Holding.

ILLVA Careers



Corrado Palmieri
Marketing Assistant Disaronno Ingredients

Ettore Donzelli
Assistant Brand Manager Florio

Laura Rodolfo Masera
Junior Brand Manager Italia

After meeting **Corrado**, Marketing Assistant at **Disaronno Ingredients**, and spending the day with him amidst product tastings and ideation of the original Fanta-Ingredients project, we had the pleasure of encountering **Ettore Donzelli**, Assistant Brand Manager at the storied **Florio Cellars** in **Marsala**, as well.

Following the activities during the various phases of the work day (morning, afternoon, evening), we explore from closeup the viewpoint of **young talents** who live day by day their **first professional experience** at ILLVA. From basic briefing to new product line development, every activity entails constant commitment and dedication, in

addition to the vigilant eye of the tutors who accompany the talents on their individual growth paths.

This month we get to know **Laura Masera**, Junior Brand Manager Italy.

She will guide us as we discover the realm of market actions and events in Italy, relating in particular her hands-on experience promoting The Busker whiskey and all innovative consumer oriented activities.

Thus “A Day in The Life of Illva” proves to be a project offering us an upfront look at Illva Saronno Holding, enabling us to discover not only its corporate identity but above all its ability to give voice to the new generations who work now to build the company’s future.