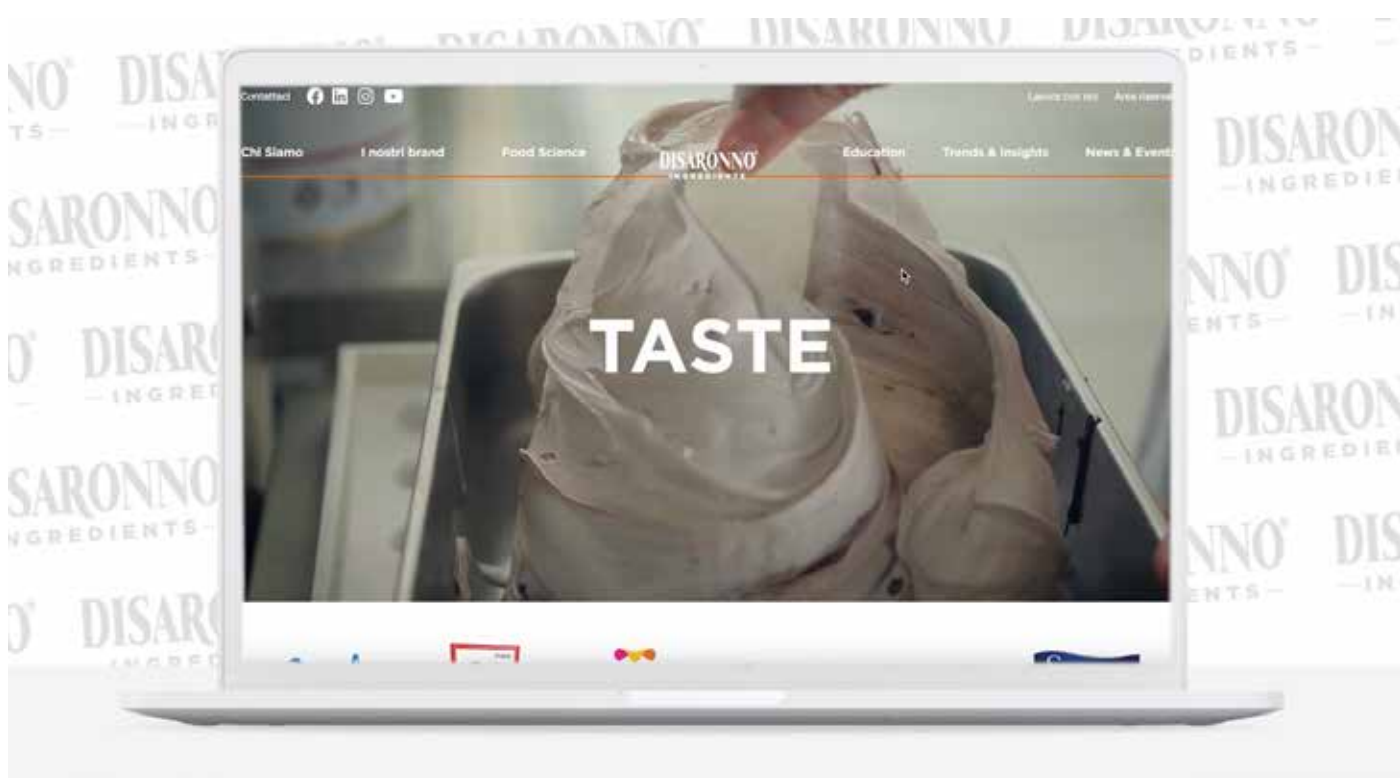


## DISARONNO INGREDIENTS: NEW WEBSITE LAUNCH



**Disaronno Ingredients** is launching [www.disaronnoingredients.it](http://www.disaronnoingredients.it), the smart new user-friendly website that will facilitate accessibility to the catalog of **excellent** products made by the companies comprising the group.

Customers will also appreciate a fine array of other contemporary spot-on features. Thanks to an efficient and secure browsability able to ensure the final user a most unique, engaging and profitable experience, the new

**Disaronno Ingredients** website is a stylish high-design showcase that reflects to perfection the history and distinctiveness of each of the individual brands: **Anselmi**, **Prodotti Stella**, **Montebianco**, **Eurobisco**, **Chiaravalle** and **Selection**.

# DISARONNO®

— INGREDIENTS —



The strategy behind the website consists of focusing on targeted communication so as to effectively describe the iconic products and brands that tell the story of Italian **artisanal ice cream and pastry** through continually updated informational content – namely, **corporate news**, current **trends** and industry **insights**. Lastly, it will include

a section devoted to two prestigious new additions to Disaronno Ingredients: the Food Science & Innovation Institute and the Education, Creation & Education Institute. It's a new way to stay in step with the times, aiming for a business future with a strong orientation toward training and innovation.

