

DISARONNO FIZZ: COCKTAIL OF THE SUMMER



A summer as atypical as eagerly awaited has at long last arrived, bringing with it new ways of enjoying conviviality and of sharing public spaces. In late May, in full respect of the new social distancing rules, the **Disaronno Fizz on trade project** got underway in Italy with particular focus on on the go and **at home** forms of consumption.

A special **Disaronno Fizz** kit complete with **disposable drinking cups, cup holder** and **tray** makes this cocktail perfect for **outdoor** and on the run use, no need to be sitting at a table or bar.

And for those who want to mix a Disaronno Fizz in the comfort of home there's a take-away pack containing a **mignon monoportion** of **Disaronno**, the ideal dose for this cocktail.

Thanks to its **refreshing, thirst-quenching** features and **low alcohol content**, the **Disaronno Fizz** is fine for many types of chill-out occasions **brunch** most of all.

That's why in recent months lots of influencers across the globe had fun talking up the **Disaronno Fizz** as a fabulous brunch drink. In April they got the word out in the U.K, Holland,

Belgium and Italy, while in May kits with the basic ingredients for making a Disaronno Fizz (Disaronno, soda and lemon) were sent to more than **40 influencers** in Montreal, Toronto and Winnipeg, Canada, so sparking **8.5+ million viewings** on social media. And soon the kit will be sent to scores of influencers in the United States too, to show consumers in that market just how easy it is to mix the drink and have it at brunch time.

