

FRATELLI BRANCA DISTILLERIE LAUNCHES SOCIAL MEDIA RELEASE

The Milanese company leader of the spirits sector presents its new releases in a new interactive format

Fratelli Branca Distillerie today launches its **social media release**, an innovative and avant garde tool for communications with the press and opinion leaders, presenting company information via an interactive interface.

The information presented concerns **product innovations** – from collector's editions of Fernet-Branca and Candolini Grappa to the exclusive Brancamenta *icebag* or the pocket checkerboard included in the special edition of Stravecchio – and makes available many **video** tools.

Visitors can also explore the prestigious **Branca Collection** online, the archive of over 166 years of company activities: photographs, posters, gadgets and videoclips, including the famous **Carosello** with playdough, which endeared itself to many generations of spectators.

But there is more; using the tools provided, users of the social media release can interact with the company, sending comments and suggestions, or request and receive information in real time.

In this way Fratelli Branca once again follows its motto, *Novare Serbando*: maintaining quality and excellence in the spirit of tradition, while also catering to contemporary tastes.

The Branca social media release is produced by Bitmama, with co-ordination by the Branca marketing team.

Fratelli Branca Distillerie s.r.l. (www.branca.it) is a privately owned company, wholly controlled by the Branca family, and well established Italian leader of the spirits sector since 1845. The company has a presence in more than 160 countries and competes with success, in Italy and abroad, with multinational companies. The portfolio of successful company products are long established in their markets, with brands such as: Fernet-Branca, Brandy Stravecchio Branca, Brancamenta, Borghetti Caffè and Sambuca, Candolini Grappas, the Sensèa single-variety line of grappas, the famous vermouths Antica Formula, Punt e Mes, the Carpano classic vermouths, Villa Branca olive oil and wines and Bellarco spumante. All of the company's products are known for their heritage and their excellence.

Production is concentrated in Italy (Fratelli Branca Distillerie, Via Resegone, Milan) and in Argentina (Fratelli Branca Destilerias S.A., Tortuguitas/Buenos Aires) where the company's Fernet-Branca is the absolute market leader in the sector.

The Chairman of Fratelli Branca Distillerie s.r.l. is Niccolò Branca.