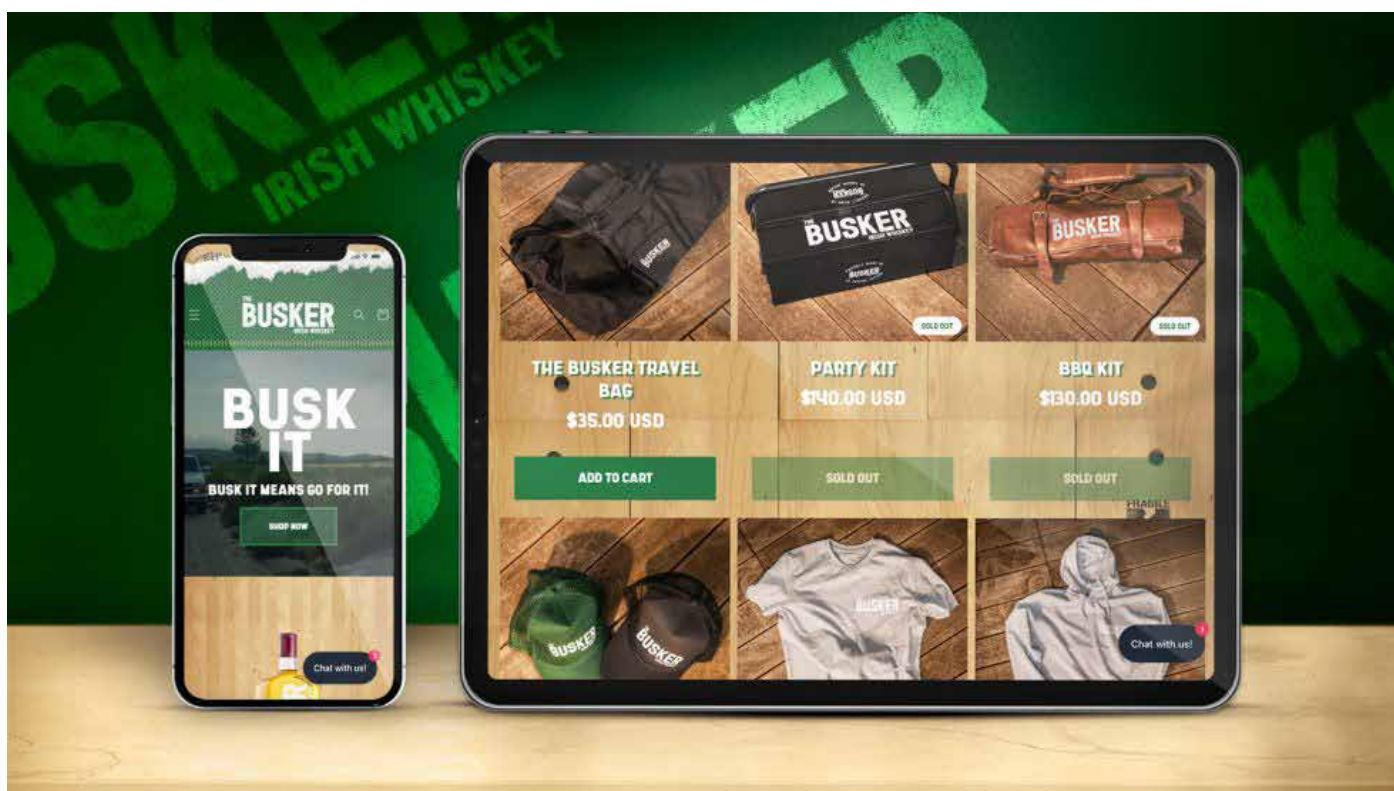
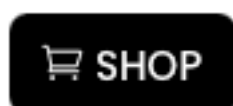


## THE BUSKER CELEBRATES THE FOURTH OF JULY IN THE U.S.A. WITH A NEW ONLINE SHOP AND AN INSTAGRAM SHOP, ALL ABOUT THE PRODUCT AND RELATIVE MERCHANDISING



A major American holiday marks the latest from **The Busker**, our Irish whiskey which consolidates its positioning on the U.S. market with its **first online shop** and with an **Instagram shop**. Now in addition to the **complete range** of bottles, available for purchase are all the brand's new **merchandising** articles.

To experience this new online way of shopping for our Irish whiskey, here below is the direct link:



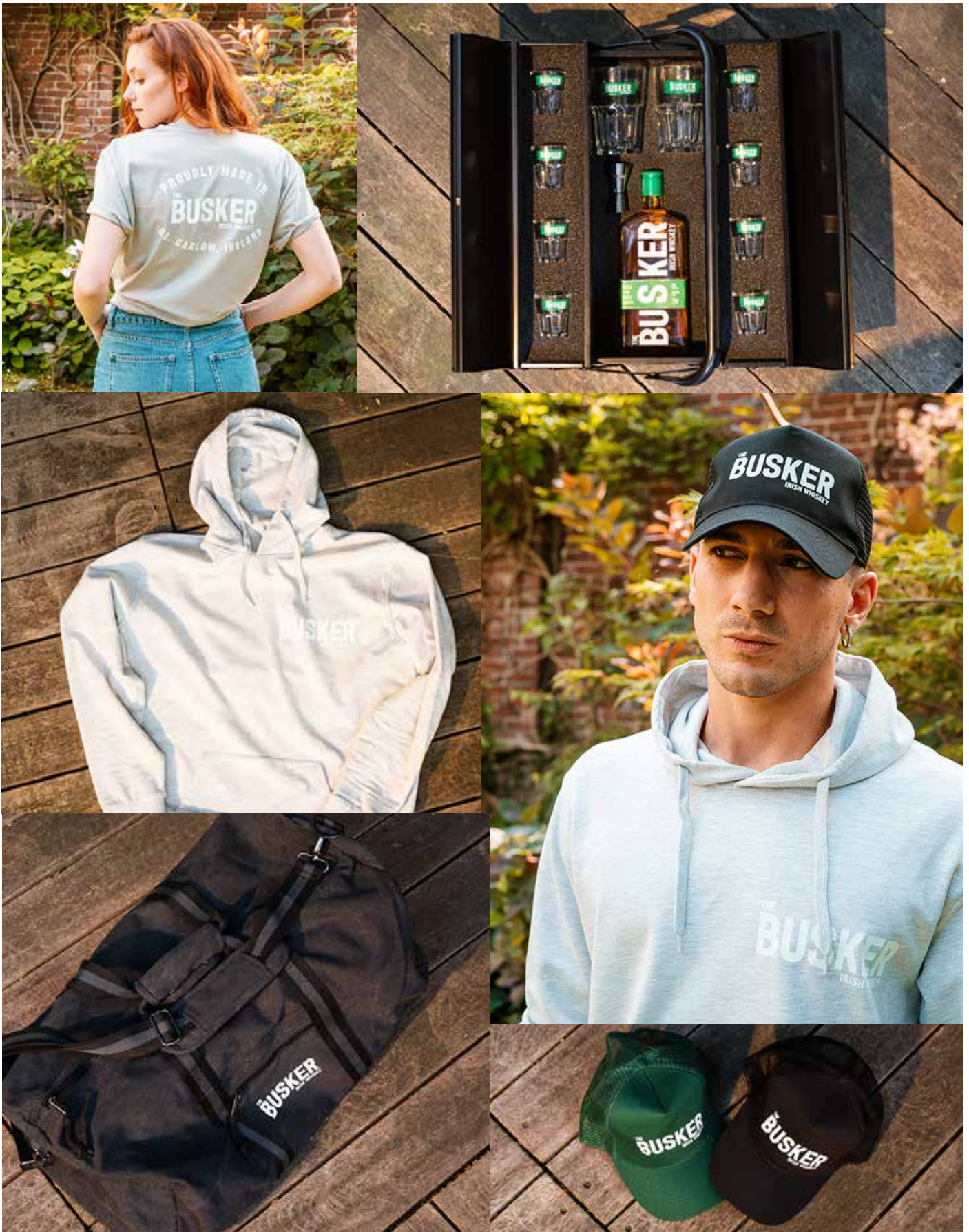
8.8

MIO DI FOLLOWER

4

MIO REACH









During these summer months, to engage a target audience of millennials, five influencers will use videos and stories to talk about moments of appreciating **The Busker** at parties and barbecues, so reaching **8.8 million followers** and attaining a **4 million reach**. This specific form of communication aims to familiarize consumers with the brand's new line of ready-to-wear, Party Kit and Barbecue Kit, thanks also to new impactful shoppable video formats complete with influencers.



The launch of these new The Busker products will also include the creation and presentation on various communication channels of special media content developed in collaboration with **HypeBeast** – to air live throughout the summer.

So, big days are ahead for fans of this Irish whiskey... clearly à la “Let’s Busk it!”