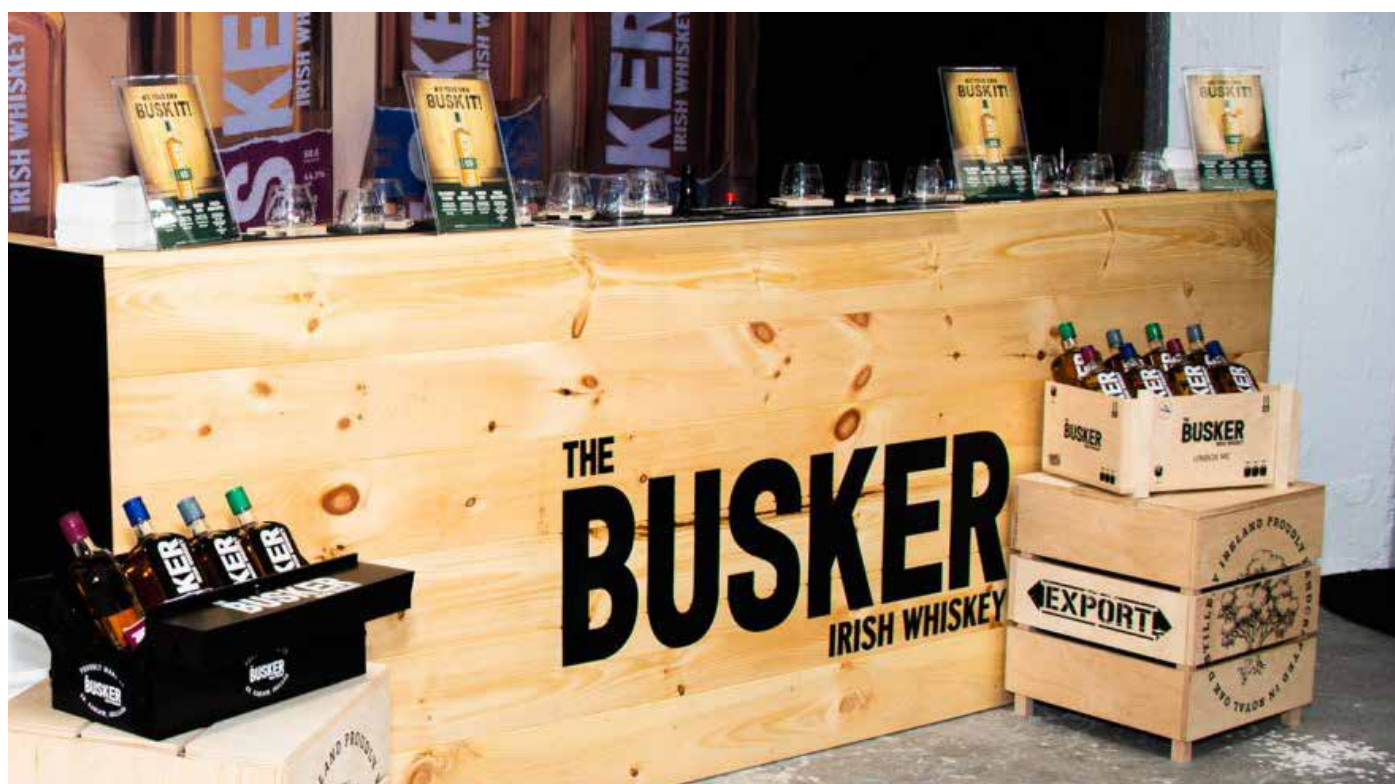


THE BUSKER AT BAR CONVENT BROOKLYN!



After another hybrid edition in 2021 **this year Bar Convent Brooklyn went back to being a live event**, confirming its role as one of the most important trade shows in the spirits sector. True to form, ILLVA appeared on the scene in grand style with a The Busker display booth, so offering the American industry the chance to try the four expressions of the Irish whiskey as presented directly by our **Brand Ambassador Woody Kane**.

This also involved tasting some of the brand's signature cocktails – the Busker Paloma and the Irish Godfather, among others.

Guests of honor were **Ciaran Smith** and **Aaron Male of the Homeboy Bar** in London: after tending the booth's bar, inviting one and all to enjoy a cool and refreshing Frozen Irish Coffee, they helped to keep up the name of modern Irish hospitality with a Bar Tag in a secret New York location.



In follow-up to this trip to New York, we are continuing our work behind the scenes in preparation for the second Bar Convent, to take place per usual in Berlin, the German capital, starting October 10th. There, the entire ILLVA portfolio will make a showing with a 50+ sqm display booth, tasting room and seminars, along with the return of a prominent friend and guest. Namely, **Jeffrey Morgenthaler** will be back, talking both about Irish Whiskey and about Disaronno and his own famous invention, the amaretto sour. If you have yet to try it, you won't want to miss the event in Berlin this fall.

