

A SPECIAL ANNIVERSARY: DISARONNO INGREDIENTS CELEBRATES ITS PARTNERSHIP WITH WARNER BROS. ON TWEETY BIRD'S 80TH BIRTHDAY



An important number for one of Looney Tunes' most famous cartoon characters, a favorite both in Italy and across the globe: This year **Tweety Bird** turns **80** years old and, thanks to the exclusive partnership between **Montebianco** and **Warner Bros.**, **Disaronno Ingredients** shares in the marvelous fun!

To celebrate the occasion the Italian company created a truly special flavor of ice cream: **Desiderio Tweety**, which joins the unmistakable **Special Tweety**

Swirl inspired by a sort of angel food cake with apricot swirl.

Tweety's bright yellow color, upbeat spirit and playful personality have made the bird one of the most popular of Looney Tunes characters, second only to Bugs Bunny in terms of universal renown. That's why his 80th birthday is really quite a big occasion: WarnerMedia Global Brands and Experiences (WMGBE) decided to play up the birthday on a global

scale, forming new partnerships with interlocutors having what it takes to celebrate this singular character in some creative way.

To be sure, the partying doesn't end here. Throughout 2022, **wall murals devoted to Tweety Bird** will appear in the U.S.A., the U.K., France, Germany, Poland, Spain, Italy, Mexico, Brazil, United Arab Emirates and other countries; meanwhile, other collaborations in all categories (fashion, collector's objects, beauty products, etc.) will take place during

the year, culminating on Tweety Bird's actual birthday, **November 21, 2022**.

In our ice cream shops, presentation of the new flavor will include a retail **communication kit**: stickers, magnets, window decals, keychains, flavor markers all featuring Tweety Bird.. It's a way to attract customers big and small, and celebrate their favorite cartoon character: **"ALL FOR ONE, TWEETY FOR ALL!"**



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