

ILLVA SARONNO HOLDING S.P.A. CONTINUES ITS EXPANSION STRATEGY AND ACQUIRES THE ENGINE COMPANY (MAKER OF ITALIAN ORGANIC GIN)



Illva Saronno Holding S.p.A. announces today the complete acquisition of **ENGINE**, a scale-up that conceived and developed a 100% Italian organic gin.

With this financial operation, which began in 2021 with the acquisition of a minority stake in Engine (25%) and a global distribution agreement, **Illva Saronno Holding strengthens its presence in the gin world**, focusing on a Made in

Italy gem with a strong identity and innovative character.

Aldino Marzorati, ILLVA Saronno Holding CEO, said: “We are pleased and proud to announce the complete acquisition of Engine, a 100% Italian brand that integrates perfectly into our established portfolio. The decision to acquire Engine is an integral part of our corporate strategy, aimed at offering excellent

products globally. Engine appeals to an international audience, positioning itself as a distinctive product in the gin landscape, and we are excited to bring it to the 160 countries in which we currently operate. Today, a young brand enters the Illva Saronno Holding family, synonymous with innovation and quality, and we are confident this will help strengthen our positioning based on an increasingly diversified and premium product portfolio.”

ENGINE S.r.l. was founded in 2021 by Dalla Mora & Partners, led by Paolo Dalla Mora, an entrepreneur active in the fashion and spirits sectors. The inspiration behind this brand is rooted in **motorsports**

imagery, one of oil cans, fuel, and competitions, a passion that has always animated the creator, in a heartfelt homage to the legendary 1980s.

ENGINE products stand out for their original and unconventional design, as they’re not presented in traditional bottles but rather enclosed in unusual tin cans.

Paolo Dalla Mora, ENGINE founder, said: “For me, this is a dream come true. I started as a startupper at the age of forty, after a career as a



Aldino Marzorati, Illva Saronno Holding CEO



manager in large companies, from an idea in a garage. I launched the first can in Italy in May 2019, and by April 2021, it had become a successful small multinational, now present in over 30 markets. It's every marketer's dream to see their strategies solidify globally, and it's every startup entrepreneur's dream to achieve a successful exit.

ENGINE is made up of a team that imbued everything with their passion, vision, and fuel. I am convinced that our friends at Illva Saronno are the best choice to continue the global consolidation of this outstanding work, with a plan that will see our range present in 160 countries within a few years. I am also proud that, among all the

interest the brand received, it is in Italian hands that ENGINE continues its journey.

I will now focus on being a husband and a father; I have to give back to my family the time, patience, and love they have given me over the years, and from today, I will be involved in venture capital endeavors in the food & beverage industry.

Never has a payoff be more fitting: ENGINE #fuelthedream”.



Paolo Dalla Mora, ENGINE founder



ENGINE gin is a Distilled Gin produced in the heart of Piemonte (*Piedmont*), using exclusively organic ingredients. It is characterized by a bold taste where the balsamic aromas of juniper are enriched by the fresh notes of lemon zest and the intense scent of sage, with an elegant floral undertone. Upon tasting, it maintains an excellent taste-olfactory correspondence with a slightly bitter finish granted by the sage leaves, while the sweet notes of licorice root ensure the final balance of the product.

