

# Disaronno's 500th Anniversary Summer Celebration Bring Italian Dolcevita to NYC, New Orleans & Beyond

Get ready for Disaronno's 500th Anniversary Summer Celebration

The summer just got a lot sweeter — and more stylish — as **Disaronno**, the world's favorite Italian liqueur, continues its **500th anniversary celebration** with a series of high-profile activations across the U.S.

## Bar Convent Brooklyn: A Vintage Gelato Cart, a Spritz, and a Renaissance Tale

Disaronno kicked off its U.S. summer tour at **Bar Convent Brooklyn** (BCB) in June, one of the premier events for the global bar and beverage industry. The brand's 500th anniversary took center stage with a **Dolcevita-themed booth**, where guests were treated to Disaronno Spritzes from a whimsical **vintage gelato cart**.

This activation wasn't just about presentation — it was about positioning Disaronno alongside other powerhouse spirits in the company's growing portfolio, including **Tia Maria**, **The Busker Irish Whiskey**, **Sagamore Spirit**, and **Rabarbaro Zucca**. The booth exuded Italian sophistication while encouraging the next wave of bartenders to incorporate the liqueur into their modern repertoire.

For photos and recipes, visit [www.disaronno.com](http://www.disaronno.com).