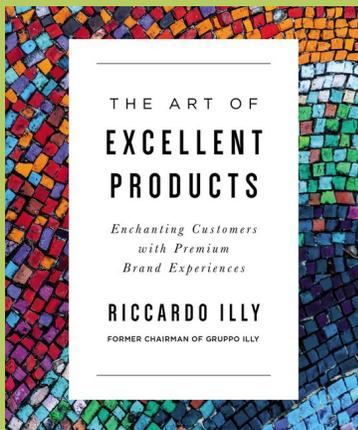


# The Art of Excellent Products

**Riccardo Illy**  
presents his book:

**The Art of Excellent Products:**  
Enchanting Customers with  
Premium Brand Experiences

**March 9, 2:40 pm, on Zoom**  
[bit.ly/Riccardo-Illy](https://bit.ly/Riccardo-Illy)



**Italian brands are known to create some of the most premium, sought-after products in the world. Learn to compete in the modern marketplace using the proven business principles that Italian brands have been employing for generations.**

**Riccardo Illy** is the Chairman of Polo del Gusto, the holding company for Gruppo Illy's non-coffee businesses, with controlling interests in a number of world-class producers of chocolate, tea, wine, and confections. The Illy brand has a passion for quality and for growth pursued the right way: this has led to rewarding investments in everything from Domori's legendary chocolates to Mastrojanni's magnificent wines.

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**FREE AND OPEN TO THE PUBLIC**  
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