

## Connexia wins the AssoBirra race for Corporate Communication

*After a consultation period involving five participants, the Brewers and Maltsters Association has chosen the agency Connexia for all of its activities relating to corporate reputation, digital communication and events.*

Milan, 10 June 2020 - **AssoBirra**, the Association of Brewers and Maltsters, which represents the heart of the Italian beer supply chain and brings together the main companies that produce and market beer and malt in Italy, has decided to entrust **Connexia** with all of its **Corporate Communication** activities, with the aim of taking a snapshot of the current state of the beer world and promoting the central role of the Association within the national economic fabric.

**An Ambassador of culture and brewing excellence in the world**, since 1907 AssoBirra has supported and protected the development of all businesses in the sector which, in total, cover more than 90% of the national beer production and represent more than 71% of the beer consumed in Italy, employing about 140,000 people, both directly and through related industries.

The Association, which belongs to **Confindustria** and **Federalimentare**, is a member of **BoE** (The Brewers of Europe), **Euromalt** (Comité de Travail des Malteries) and **EBC** (European Brewery Convention). It is a reference point within the production chain, supporting the idea of **doing business** and **growing, preserving and protecting** a crucial sector of the country's food system.



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In an unprecedented historical moment, between the restart of the Ho.Re.Ca. channel and resumption of exports, AssoBirra is relying on Connexia for its 2020 Corporate Reputation campaign and the management of its activities relating to advocacy, media relations, crisis communication, design and implementation of communication, social and digital campaigns, as well as the development of concepts and the coordination of associated events.

*"AssoBirra has chosen to innovate the paradigms of institutional communication of the Association, looking to the future with an integrated approach that can tell the story of the many sides and peculiarities of the association, while also amplifying the culture and values of sociality, conviviality and sustainability of the beer product. - explains **Andrea Bagnolini, Director General of AssoBirra** - In Connexia, we believe that we have found the perfect partner to accompany us in the construction of different narrative modes, where data and digital will become integral elements and support the coherence of the communication strategy. We are certain that, by working together, from the rich encounter between content, history, tradition and innovation, we will be able to create new opportunities for storytelling and bring benefits to the entire supply chain in terms of visibility and authority".*

*"AssoBirra is an absolutely central company within the brewing industry, but also an authoritative source of certified information on beer, which forms part of everyone's life and consumption habits. - comments **Paolo d'Ammassa, CEO and Founding Partner of Connexia** - We are talking about the excellence of the Italian agri-food industry, with a truly fascinating history that goes back a thousand years and a tradition of quality that is a real asset for operators and enthusiasts alike. We are delighted to be able to support the Association in consolidating its role as a unique*

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Connexia Società Benefit S.r.l.

Via B. Panizza, 7 · 20144 Milano · tel +39 02 8135541 · fax +39 02 89180056

C.F. e P. IVA 12205240158 · Capitale Sociale Euro 500.000,00 i.v. · R.E.A. 1537791

[info@connexia.com](mailto:info@connexia.com) · [www.connexia.com](http://www.connexia.com)

Società sottoposta a direzione e coordinamento di Alchimia S.p.A.



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*and reliable institutional interlocutor, offering a series of communication consulting activities that bear testimony to the commitment and key actions to all stakeholders united by their passion for beer".*

## AssoBirra

AssoBirra, Association of Brewers and Maltsters, represents the heart of the Italian beer chain and brings together the main companies that produce and market beer and malt in Italy. It represents the home of Italian beer within Confindustria and unites 40 members including large, medium and small breweries, together with 2 malthouses. Since 1907 it has supported and protected the expertise and development of the companies representing the sector, and it is an ambassador of Italian brewing culture throughout the world. AssoBirra undertakes institutional representation as well as promotional and development assignments for the brewing sector. AssoBirra is also the body responsible for enhancing the image of beer, and - to this end - in addition to promoting studies and research on all aspects relating to the world of beer, it also promotes public relations campaigns aimed at the growth of beer culture and education for responsible consumption. [www.assobirra.it](http://www.assobirra.it)

## Connexia

Connexia is creativity.

It is data-driven thinking.

It is excellence in media management.

And it is technological innovation.

And not just that. Connexia is most of all passion, ethical commitment, transparency, corporate social responsibility.

It is a multicultural and multidisciplinary team: 150 professionals capable of building and expressing brand values and guiding the processes of digital transformation.

We think and develop ideas that thrive across all channels, fearless of being measured on the effectiveness of each campaign.

Expect to work with us in a new way: together, in real time, through co-creative processes continuously and experimentally oriented towards business objectives and communication. [www.connexia.com](http://www.connexia.com)

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