

# A new chapter of history

**Domori is completing the integration of the British company Prestat Illy (Group chairman): “Prestat is the first producer of pralines and truffles”**

BY VITO ANDREOLA

**Riccardo Illy**, the chairman of Illy Group, talks with PRIVATE about the strategies of the group.

**Two years have passed since Prestat joined gruppo Illy, becoming part of the Italian chocolate Brand Domori. How has the integration process between the two parent companies developed so far?**

The last two years passed quickly; unfortunately one was affected by the Covid-19 crisis and that influenced negatively our sales. Nevertheless, during these difficult two years we were able to reorganise the production at Prestat and now we are finally going to implement an important investment in the manufacturing process; as a result of the integration with Domori, we acquired important orders from new international customers and started the distribution in Italy. We also finalised the negotiations with the former owners of the company and are now ready to start a new chapter in the long history of Prestat, as soon as the Covid restrictions will be lifted in the next months.

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**What does it mean to you to be the holder of a Royal Warrant?**

This is one of the main changes that occurred in the first two years. Becoming the Royal Warrant Holder represents for me a double honour and a strong commitment. An honour being appointed by HRM The Queen doubled by the fact that I'm not British and a commitment to continue and improve the ability of Prestat to satisfy the needs of the Royal House and to allow the company to succeed in the international markets.

**How do you see the British market in the current scenario? What are your expectations for the near future?**

Before Brexit became a reality the general feeling was not so positive; I thought the majority of British citizens had changed their mind on this topic. Then the agreement with the E.U., signed at the last minute, avoided the risk of a no-deal exit from the Union and the negative consequences it would carry. As an independent Country, the U.K. is managing to overcome the Covid-19 crisis better than the E.U. and more quickly. The people of Britain, proud of their regained independence, are now almost ready to go back to normality. I think their economy is in a good position for a strong recovery starting from the second half of 2021 and we will play our part and contribute to it.

**In your opinion, why are historic Brands seen as “reassuring”? What are the main assets of a traditional brand in this very peculiar moment in time?**

Prestat will celebrate its 120th



Riccardo Illy

anniversary next year, its long history represents a promise of product quality and of economic stability for the brand. Being the first producer of pralines and truffles is a guarantee of Prestat being the best at what it does. On top of that, the Royal Warrant confirms the notion that Prestat is able to satisfy even the most refined and demanding palates.

**What similarities do Prestat and Domori share?**

Prestat and Domori are aligned in their striving for perfection when it comes to product, using the best raw material available in the market and

adopting original processes. Both are opting for a kind of packaging whose glamour is able to reflect the superior quality of its content. They also share a commitment to social and environmental sustainability. Domori and Prestat are complementary: the former starts from the cocoa plantation and ends with chocolate, the latter starts from chocolate and ends with pralines and truffles.

**In what countries is Prestat present? Where do you expect to grow the most?**

Prestat is now mostly sold in the

UK, US, Japan and Australia.

Thanks to the commercial integration with Domori, Prestat's products are going to be distributed in Italy, Germany and the Middle East. In the medium to long term, the export will be expanded to the whole of Europe, North America and part of Asia; ultimately, the objective for both companies is to go global.

**Prestat is a brand associated with romance and happiness: is this a difficult message to convey in these challenging times?**

I believe that in both good and bad times, companies and entrepreneurs are responsible for promoting initiatives that will inspire the wider community.

You may well know that the Illy Group has always been a passionate supporter of the arts: in the spirit of this tradition, photography was chosen as the main focus for Domori's future initiatives. As part of a shared mission between the two companies, this spring Prestat will launch a search for new and interesting contributions to the ever-changing world of photography, with a thematic approach focusing on positive content and inspiring messages. The project intends to foster participation and sharing, reaching the widest possible audience through social media, while creating an engaging occasion for both amateurs and professionals to share their work and gain exposure. 🍷