

It is De'Longhi's intention to revitalise the Kenwood brand in Italy. Despite being the European leader for kitchen machines and food preparation appliances, Kenwood's potential is not yet fully known by the Italian consumers.

A new strategy for developing the commercialisation of Kenwood products on the Italian market has been set up and is now in the process of starting. The operation is supervised by Mr Carlo Segato, already Sales and Marketing Director of De'Longhi SpA.

This activity will be carried out in co-operation with other De'Longhi divisions and with the Marketing and Sales structures in Kenwood. A new dedicated network of Sales Agents is currently being recruited.

The expectations of the Group for the success of this initiative are extremely high.