

January 2014

PEOPLE

FOOD & BEVERAGE: THE GREAT OF ITALY. Stories of taste and entrepreneurial intuition, with passion in common.

From Piedmont to Sicily, from the kitchen to the vineyard, the stars of local gourmet cuisine tell their stories

NONINO FAMILY

Percoto, Udine

By VanMossevelde+N

They have legitimized grappa, a rustic product par excellence, in the good salons of whisky and cognac. They have been the pioneers of the concept of Monovitigno, after centuries of distillation with mixed pomace. In 1975 they created a prize to promote biodiversity, which later became an important literary selection. Today the Nonino name is known in 59 countries, with a production of 900 thousand bottles a year. And yet the Friulian Company, founded in 1879, still tells a very beautiful family story: today it is written by the sisters Antonella (marketing manager), Cristina (production and sales Italy) and Elisabetta (export and company relations), all managing directors. They are supported by a staff of 34 people, 25 are women. «Our parents fell in love with the chance of obtaining a crystalline and very fragrant product from a very poor primary product, and wanted to produce an extraordinary kind of grappa», says Antonella. «We have a very strong tie with the land: on the primary product of nature we imprint a savoir-faire to obtain its quintessence». Nonino's artisanal production uses a batch steam method: «We can adapt distillation to each single variety and year», explains Cristina. «We distil at the same time of the harvest to maintain the freshness of the grapes and the fragrances. Fermentation is controlled, in stainless steel tanks, and the boilers are made of copper, a catalyst better than aluminum». Reasoning about the Expo, Elisabetta explains: «There is the need of telling about the high Italian handicraft, the art of the detail. In a globalized world what's important is biodiversity». *(Back on the left and below on the right. Missoni suit. Center: Missoni total look. Back on the right and below on the left. Etro suit, hair and MakeUp Alemka Krupic@ Face to Face Using Keune Cosmetics. Fashion editor Rossana Passalacqua)*

Federico De Cesare Viola