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(COVER)

## Brief stories of the next ruling class

**Thirty years old**, or about, they are already in relevant positions in companies, professions, science, health, state, fashion ... Their **talent** is obviously individual. However, they all know the *decisive rule* in the less and less hierarchical society: high ambition, low ego.

An inquiry by **Lucia Gabriela Benenati**

## Making even Grappa become social

With her grappa is young, trendy and social. **Francesca Bardelli Nonino**, 27 years old, the sixth generation of the family that from Percoto (Friuli) has revolutionized the Grappa world creating in 1973 the Monovitigno®, has clear ideas: «I want to lead the web people into our culture of distillation, from the vines to the stills», she explains, with a smile that lights her eyes. Bachelor's degree in economy and management at the Cattolica of Milan, specialization at the Luiss (six months at the Yonsei University of Seoul), since she was a child she knew that her future would be in the company of her grandparents Benito and Giannola, whose determined and explosive character she has inherited, of her mother Cristina and her aunts Antonella and Elisabetta. «First, however, I wanted to understand what it meant working in a non-family context. So I did a training period of six months at Illycaffè, which widened my knowledge in the field of external relations and communication». Francesca is going through a fundamental passage: learning each stage of the production of distillates. «If you want to grow at the Nonino you must be able to distil, starting from the selection of the pomace to arrive at the head and tail cutting. Going to control also the night distillation, as my grandfather Benito has always been doing». Today Francesca is Brand Ambassador; she follows the social area and has a target: «To approach younger consumers (but 21 or more) to our distillates, perfect throughout a meal or in cocktails». To spread the Nonino culture she has an agenda full of commitments: «In April I will fly to China, then to Germany, soon after to the USA, Spain and so on». Between a trip and another she will find also the time to get a master in social media communication and «study distillation more in depth. I would like to create my personal distillate. But before that I wonder how many heads and tails I will have to cut ...».