

Centoventi anni della Famiglia Nonino

bargiornale

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OUR GRAPPA

like great spirits

THE NONINO FAMILY CONTINUES THE BATTLE TO CONVINCING MIXOLOGY PROFESSIONALS, WITH SEVERAL TASTINGS, THAT MONOVITIGNO GRAPPA HAS THE SAME DIGNITY OF THE GREAT INTERNATIONAL DISTILLATES AS AN INGREDIENT FOR COCKTAILS. AND THE RESULTS ...

By Andrea Mongilardi

Bringing Grappa into the elite of world quality distillates: this was the mission that Giannola and Benito Nonino had given themselves after investing all their energies in the creation and diffusion of the Monovitigno Grappa range and in the battle – still going on – to make compulsory on the label the indication of who the distiller is, if different from the bottler, and of the distillation method used. A mission that today is carried on by their three daughters Cristina, Antonella and Elisabetta (this year also Francesca, Cristina's daughter has joined the company) with the same skill and passion supported by a mix of overflowing enthusiasm and fierce determination. The look addressed to the world is one of the characteristics of the Noninos, who besides creating a prize able to anticipate five times the awarding of the Nobel Prize to as many protagonists of the international culture, have been able to make collaboration ties with many Italian and foreign bartenders: «We have gathered in a recipe book more than 30 cocktails made with our distillates, some created by the family and most created by great bartenders such as Mauro Lotti, Salvatore Calabrese, Simone Caporale, and Daniele Dalla Polla – explains Antonella Nonino, CEO of the company together with her sisters – they are cocktails that can win the challenge of making quality mixology with an unusual ingredient like Grappa». The merit goes to the commitment of the Noninos in making their products known and appreciated through tastings: «I've just come back from New York – says Antonella – were we were selected as the only Italian company for a program of itinerant training on mixology spirits for American bartenders. The target is to make known the great potentialities offered by our products, from Grappa Tradizionale Nonino 41° and Nonino 43° to Monovitigno ones, like Moscato, Chardonnay, Merlot and Fragolino».

Left: the bartenders of P(our) offer the Nonino family their Amazon Nonino Tonic (in the photo) on the occasion of the delivery of the Nonino Prize Risit d'Aur Gold Vine shoot.

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Antonella Nonino (center), between her sisters Cristina (left) and Elisabetta: the daughters of Benito and Giannola are today at the head of the family company, established in 1897 by their great grandfather Orazio. Antonella is in charge of the marketing and the International Nonino Prize.

ANTONELLA NONINO: «WE INVITE YOU TO EXPERIMENT»

How does the collaboration with the bartenders develop?

We started with the Nonino Cocktail Competition in 2008 abroad to allow testing the use of our Grappa Monovitigno, besides fruit distillates, in mixology. Little by little the bartender community interested in testing our products grew, more and more also in Italy, thanks to contacts, meetings, suggestions. We organize, upon appointment, visits and tastings at the Borgo Nonino to become familiar with our Grappas, the ageing cellars under seal, our production process 100% with artisanal method of which we are very proud.

Which are the most important characteristics of your grappas?

Three are the key elements of the Nonino method: 100% artisanal distillation, personally followed by the family, natural ageing in small casks, no addition of color additives for aged distillates. We have five artisanal distilleries, each with 12 batch steam stills. We distil only very fresh pomace, just after wine is made, fermented in an anaerobic environment in purity. In our bottles, differently from most bottles in the market, there is only Grappa we have distilled. To underline this, since the creation of Grappa Monovitigno, we have conceived transparent labels, true identity cards of the product, very clear also on the choice of not using color additives.

Projects for the future?

We will continue to fight – our mother Giannola has been asking it since the Seventies – to make compulsory on the label the indication of who distilled the Grappa and of the distillation method used. But especially to give quality Grappa the place it deserves, on the same level of Cognac or Whisky. Even in mixology.