

# Centoveventi anni della Famiglia Nonino



## **Nonino, a cocktail for Amazonia**

*By Giambattista Marchetto – 28<sup>th</sup> April 2018*

Nonino launches a new cocktail aimed to support the battle for the protection of Amazonia. The Percoto based company, in fact, at the Vinitaly presented the Amazonian Nonino Tonic, which, in the same days, animated also the benches of the mixologists who were present at the 'Salone del Mobile' in Milan.

The recipe consists of few ingredients: 3.5 cl. Grappa Nonino 43°, 1.5 cl. homemade Amazonian Cordial homemade by P(OUR) team, 12.5 cl. Tonic water, lemon and ice.

### **A prize for the bartenders' nonprofit organization**

Signed by the P(OUR) team – formed by the bartenders Alex Kratena, Ryan Chetiyawardana, Jim Meehan, Simone Caporale, Monica Berg, Joerg Meyer and Xavier Padovani - the cocktail represents the commitment of the Friulian distillery in the support of #pourproject to help the Bora native communities of the Amazon Rain Forest, who for centuries have been producing a fermented sauce made with bitter tapioca which is called Ajè Negro. In collaboration with the University of Lima, the mixologists' nonprofit organization has undertaken to support the Bora for the house policies and the development of a self-supporting economy.

“The P(OUR) group is committed in the education and information at world's level about the evolutions of mixology and the quality of the ingredients - says Antonella Nonino – However we decided to award them with the Nonino Risit d'Aur Prize – Gold vine shoot 2018 because their efforts in Amazonia reminded us the very origins of the prize, when Benito and Giannola started a battle to save the autochthonous vine varieties. Supporting local productions at their source and transmitting knowledge seemed to us a worth aim”.

The relation with the team of bartenders was, therefore, the starting point for the homemade Amazonian Cordial, one of the products presented at the Vinitaly and one of the components of Nonino's development strategy in the field of cocktails. “Now since 2008 we have been committed in the promotion of grappa as an ingredient for mixology - concludes Antonella Nonino – and the professionals who know it really manage to give value to its unique qualities, harmonizing it in the mix and adapting it to an international taste. This is a world of consumers that are always careful about the origin of distillates and our very high-quality story is a warranty”.

<http://www.ilssole24ore.com/art/food/2018-04-28/nonino-cocktail-l-amazonia-132136.shtml?uuid=AEK8IHgE>