

ALTAGAMMA

25TH ANNIVERSARY



ITALIAN
CREATIVITY
AND
CULTURE



ALTAGAMMA
CREATIVITÀ E CULTURA ITALIANA



THE NONINO INTERNATIONAL PRIZE

The Nonino family has devoted itself to the art of distillation since 1897, the year in which Orazio Nonino established in Ronchi di Percoto his distillery which, until then, had existed as an itinerant still assembled on wheels. In 1973 Giannola and Benito Nonino revolutionised the way of producing and introducing grappa in Italy and in the world: they created the single-varietal grappa, Monovitigno® Nonino, distilling the pomace of Picolit grapes separately. On 29 November 1975, with the aim of “stimulating, rewarding and having the ancient Autochthonous Friulian vine

“The Nonino International Prize is a cultural initiative which started forty-two years ago as a labour of love towards our land. It has also proven to be a very effective means of communication for the family-owned distillery to make its products and the brand known to the public. At the same time, it conveys the principles of quality, respect for the land, its fruits, its traditions as well as the work of artisans and innovation: such are the founding values and the production guidelines of Nonino Distillatori, which have raised the status of Nonino Grappa to an icon of Italian lifestyle.”

Cristina, Antonella, Elisabetta, Giannola and Benito Nonino

varieties officially acknowledged” and preserving the biodiversity of the territory, they created the Nonino Risit d’Aur Prize and a scholarship, to be given every year to the best technical or historical study related to these vine varieties. On 30 June 1977 the Nonino Literary Prize was established, to promote rural culture and highlight its importance. On 21 January 1984 the International Nonino Prize, reserved to a foreign writer published in Italy, was created. That year, the prize was awarded to Jorge Amado, who came from his Bahia to Percoto to receive the Prize. On 27 January 1990 the Nonino Prize was born, to be awarded to a personality of our time. In April 1995, Claudio Abbado, in his position as Artistic Director of the

Salzburg Easter Festival gave the jury of the Nonino Prize the task of awarding the Salzburg Easter Festival Literary Prize. The Jury of the Nonino Prize, presided by V.S. Naipaul, Nobel laureate in Literature in 2001, is composed by Adonis, John Banville, Ulderico Bernardi, Peter Brook, Luca Cendali, Antonio R. Damasio, Fabiola Gianotti, Emmanuel Le Roy Ladurie, James Lovelock, Claudio Magris, Norman Manea, Edgar Morin and Ermanno Olmi.

On five occasions The Nonino Prize was awarded to personalities who later won the Nobel Prize: Rigoberta Menchù (Premio Nonino 1988, Nobel Prize 1993), V.S. Naipaul (Premio Nonino 1993, Nobel Prize 2001), Tomas Tranströmer (Premio Nonino 2004, Nobel Prize 2011), Mo Yan (Premio Nonino 2005, Nobel Prize 2012), Peter Higgs (Premio Nonino 2013, Nobel Prize 2013).

