

Centoventi anni della Famiglia Nonino

# Forbes

## THE 100 FAMILIES THAT HAVE MADE ITALY GREAT

### A Republic founded on families

BY DANIEL SETTEMBRE – May 2018

Italy is a Republic founded on work. But also on savings and families. These are the three elements that since the postwar period until today have made our country great, making it become one of the world's industrial powers. In the following pages (as in the beginning pages of this wide cover reportage), Forbes relates the entrepreneurial families that with their work and investing the savings gathered have built their fortunes., but also those of many other families, supplying occupation, richness, and welfare even if with the geographical contradictions that are typical of the Italian history. Therefore we have selected 100 families of entrepreneurs who for their story, capacity of innovation and potentiality have contributed to the growth of national economy. We have geolocated them according to the places where they were established or where they have the premises that characterize their production, though being well aware that the bond with the territory is very important, but now many, too many of them look at farther and more extended markets, like European or World ones. Each company and each family have a more or less long story. But all of them have a leader, a founder, someone who had kept the helm straight when the wind blew contrary or swelled the sails. We have identified them as the leaders: with this term, however, we haven't wanted to define a precise role in the society, but more than anything else to refer to the family.

We hope we haven't wronged anyone. There's nothing worse than a fight among relatives.

Ronchi di Percoto, Udine

Leader: Giannola and Benito **Nonino**

The art of distillation has belonged to the **Nonino** family since 1897. They were the first to understand that it was possible to produce excellent grappa distilling individual vine varieties. In that year, in fact, Orazio **Nonino**, the family founder, established in Ronchi di Percoto the premises of his distillery. Before, the activity had been made by means of an itinerant still, assembled on wheels. Orazio **Nonino** was succeeded by Luigi, Antonio, Benito with Giannola, until getting to Cristina, Antonella and Elisabetta, who today lead the family company.