

## Oltre 120 Anni della Famiglia Nonino

### Press Release

**On Thursday, October 11th**, the Haute Couture will meet the excellence of Italian and international oenological production and will offer a unique multi-sensory shopping experience.

The prestigious Boutiques of the Montenapoleone District of Lifestyle will host the iconic brands of the oenological world selected by the Italian Grand Cru Association and just one distillate, Grappa Nonino, declined in extraordinary cocktails created by the most prestigious international mixologists.

**Grappa Nonino will be present at the Illy Caffè in Via Montenapoleone and in the Ferragamo Man Store where a new creation will be presented: the Aperitivo Nonino BotanicalDrink.**

Inspired by the precious historical archives of the Family, the **Aperitivo Nonino BotanicalDrink** is a "Beverage of pleasure for the palate and for the soul". After years of research on excellent raw materials Cristina, Antonella and Elisabetta re-elaborate in a contemporary key an infusion obtained from 18 botanical herbs, favoring flowers, fruits and roots selected according to their origin - because the earth, the climate, and the cultivation techniques handed down from generation to generation are vital for the organoleptic characterization.

A creation 100% vegetal, fresh, citrus and fruity, ennobled by the UE Grape Distillate Fragolino from the Nonino vineyard and dedicated to the first woman who was a Grappa distiller: Silvia Nonino a tenacious and resilient woman, with great temper; though being a widow with still young children, she managed the Nonino Distilleries in the sign of artisanal excellence, developing the liqueur art of the family that will be re-proposed in a "Vintage collection".

**On the occasion of the meeting we will toast with "The Secret Distillate" unique for innovation and research, which will be premiered for this Occasion.**



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We will be waiting for you with great joy at:

*Salvatore Ferragamo*

*Boutique Uomo*

*Via Monte Napoleone, 20/4*

*20121 Milano*

*Thursday 11 October from 19.30 to 22.00*

*illy Caffè*

*Via Monte Napoleone, 19*

*20121 Milano*

*from 8 to 14 October from 8.00 to 21.00*



 *antico simbolo degli alcoli nel Medioevo*

### **NONINO, 100% DISTILLATION WITH ARTISANAL METHOD**

Distillation 100% with artisanal method takes place very slowly with head and tail cut at the right moment, batch by batch, preserving only the purest and best part of grappa, the heart. Each batch is a *unicum*, a unique event.

### **THE NONINO DISTILLERIES**

consist of five Artisanal distilleries – under the same roof - each with 12 copper batch steam stills for the production of the inimitable Nonino Distillates, respecting the tradition and the rhythms of craftsmanship. Pomace and grapes are destalked and fermented at controlled temperature in stainless steel tanks and they are distilled immediately after fermentation, at the same time of the harvest.

### **THE NONINO FAMILY**

personally takes care of the purchase of the primary product and follows the various stages of distillation to guarantee the maximum quality of the distillate.

### **7 AGEING CELLARS UNDER SEAL AND PERMANENT SURVEILLANCE BY THE CUSTOMS AND MONOPOLY AGENCY**

house Barriques and Small Casks made of different kinds of wood. Today they boast 2350 in Nevers, Limousin and Grésigne oak and in Acacia, ex-Sherry, wild Cherry, Ash and Pear wood, which preserve the precious Nonino distillates: Grappa and ÙE®.