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Distillated ginger? It's Made in Italy

While an Italian Ginger Consortium is born to produce it in Central and Southern Italy, Italy's renown spirits company Nonino is producing its GingerSpirit

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Ginger grown in Italy? It is already being done, particularly in the central-southern regions. Now, to promote this particularity, a **Consortium** has been set up to which four partners have joined: **Valfrutta Fresco** (business unit of Apo Conerpo), **Del Monte**, **Agrintesa** and **Agritechno** (the latter as the company behind the project through its founder, Massimo Longo).

*“The goal – said **Stefano Soli, General Manager of Valfrutta Fresco** – is to build new opportunities for Italian producers and to guarantee consumers a product of **excellent quality – far superior to that imported from Asia or South America** – with a 100% Italian certified supply chain, from the rhizome to the finished product.”*

GINGER PRODUCTION IS GROWING IN ITALY

After all ginger is becoming more and more familiar among **Italian consumers**. **ISTAT** has noticed this, including it in its basket to photograph the **consumption** of families and therefore the inflation levels. *“Production will be concentrated in a limited number of companies – adds **Longo** – which will make available throughout the year a quality product grown according to the specifications of the Italian **Ginger Consortium**. We will be able to count on different production areas, in particular in the regions of **Central and Southern Italy**, where both conventional and organic ginger will be cultivated.”*

NONINO AND THE INVENTION OF THE ITALIAN DISTILLED GINGER

Moreover, **Italian ginger is almost certainly the first product in the history of agriculture** to have obtained, even before its ‘fresh’ version, the **distilled version**. It was created by Italy’s spirits company **Nonino**, which has been collaborating with Longo since last year to create his **GingerSpirit**. In some ways, the need of Nonino to obtain a high quality raw material for distillation drove the founder of **Agritechno** to launch the project in Italy.



Nonino

GingerSpirit distillate by

*“We wanted to have the best ginger in the world – says **Cristina Nonino** – so we turned to **Massimo**, who tried to grow it in Italy. In the past we had made several experiments in the distillery with other **raw materials**, without ever reaching the result that we had set as our goal. Thanks to **Massimo’s intuitions**, today we can say that **Nonino GingerSpirit** will be **the first ginger distillate certified made in Italy**. It is an enormous satisfaction for me and it was also my ‘degree thesis’ in distillation, as I personally followed the project and **my father (Benito Nonino, inventor with his wife Giannola of the ‘grappa monovitigno’ in 1973) gave me full marks**. My mother too adores ginger and has been urging for years that it be distilled.”*

*The result has been appreciated since the presentation at **Prowein**, and this year Simone Caporale made him a co-star during the Symposium in Paris organized by his organization **P(our)**.*

FROM GRAPPA TO MIXOLOGY

For Nonino this is an additional opportunity to **make its brand known throughout the world**, even outside of grappa, entering more decisively into **mixology**.

Where does Nonino **GingerSpirit's** ginger come from? *“From Sicily – says **Cristina Nonino** – but these days I’ve been talking with **Massimo Longo** and we’re going to test other production areas in Italy”.*

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