



*Meeting Giannola Nonino is a fortune that you can hardly forget. Giannola is a force of nature, a woman who instills a great joy in your life just listening to her. She is one of those women who make you feel proud to belong to the female gender, a woman that is worth more than a psychoanalyst therapy. Her strength, her courage, her resourcefulness and her joy enter your veins and you cannot fail to take them into account.*

What is her secret? I don't know but maybe there is a clue. Giannola is above all a woman in love. I would even dare to say in a shameless way. I mean that a lady born in 1938 hardly tells you that she is still in love with her Benito and that since she met him, is still waiting for his declaration of love and that, to overcome the tension created by the Tsunami that we are living, in the evening they toast with the "Spirit" Nonino and dance their favorite music. Perhaps it is here that Giannola's strength lies, that of having subverted every cliché. A bourgeois woman, who is over 80, does not reveal her feelings with the joy of a young girl, does not laugh too much, and does not cuss. But Giannola is unique and, fortunately, that's the way it is!



Foto sx: Giannola & Benito - Foto dx: Giannola con genitori e sorella

When I ask her to tell about herself, she begins by saying "I was born in the right cradle" and from there she tells you about two wonderful parents, "you must be economically independent, never be with a man just to be supported by him, you and your sister are thinking individuals. Aim high with respect for those close to you".

When she tells you about the problems that each family may have had, Giannola already takes you to their solution and so, without lingering on the problems of a farm machinery company founded by her dad, she immediately tells you how the father, probably as positive as she was, has relocated his employees and he invented a new Swedish furniture business to become guarantee of Italian designer, landed in those days, even in New York.



Giannola is unstoppable and goes on telling you about his encounter with his beloved Benito. "I saw him for the first time near a stream in the back of the village, where young people from the village used to meet. I liked him so much! But he was older and he didn't consider me. Then my 18th birthday comes, I organize a party and invite him. Luckily his girlfriend at the time had measles, so she didn't come! (laughs!!!) and from that moment we never broke up. But it was not a sweet love but a continuous struggle because then, and here her voice is wonderfully in love, it's wonderful to make peace!"

Giannola hugs Benito and together with him his story and, of course, his Grappa Nonino's company. She learns how to drive the truck and do whatever it takes, to become friend with the winemakers' wives so they can sell her the marc separated vine by vine. She puts all his love into their company because, as she says, "in the arguments between me and Benito none of us wins, grappa always wins!"



*Selezione dei distillati e liquori Nonino*

I progressi nella qualità sono esponenziali, Cristina, Antonella ed Elisabetta Nonino creano altri distillati, sempre crescenti per qualità e sempre frutto di passione. With love, enthusiasm and strategies Giannola and Benito transform Grappa Nonino from Cinderella to Queen of spirits and so, after 10 years of research and attempts, on December 1, 1973 they created the first grappa

from a single grape variety, Picolit. That's how the Monovitigno® Picolit grappa was born, and it is a triumph!

From the love between Giannola and Benito three daughters were born and the love for this company continues, with the same dedication. The progress in quality is exponential, Cristina, Antonella and Elisabetta Nonino create other spirits, always better in quality and always the result of passion.



*Famiglia Nonino*

In order to be able to tell their successes it would take another thousand pages because this is a family that Italy can be proud of and because after all, as Giannola says "The art of distillation is a magic, you can't tell it, you have to look with the eyes and live with the heart. In front of a working still, I still get excited..."

by Lucia Macale

17th July 2020