



Gli alambicchi in rame discontinui a vapore della Distilleria Nonino

The 3 things you absolutely need to know to recognize REAL aged grappa

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Grappa connoisseurs at the moment of the purchase have no doubts: the decision-making factor for the purchase if the Italian distillate par excellence is its being craft made.

However, misleading words on the label and a protection by the Italian law which isn't strict enough, make it difficult even for the most expert recognizing REAL artisanal Grappa.

So, here are "the 3 things absolutely needed to know in order to recognize a REAL aged Grappa".

1. On the label it is not written "distilled with artisanal method"? Better be suspicious!



All Nonino distillates have the words "100% distilled with artisanal method" on the label in order to communicate their craftsmanship in a direct and transparent way to their admirers.

The Italian law allows declaring on the label of one's grappa the distillation method used to make it. Because of the importance and the value given by grappa connoisseurs to the artisanal production of grappa, it would be absolutely against any valorization of one's own distillate, to omit fundamental information such as "Distilled with artisanal method". On the other hand, as this information is optional and not mandatory, it goes without saying that the producer of industrial grappa will never declare the method of distillation on the label. This would irreparably compromise its image.

*In case of grappa, it doesn't matter only what is written on the label,
but also what is omitted!*

***If it is not clearly stated that distillation is artisanal,
it means grappa was obtained by industrial distillation.***

2. On the label it is written “artisanal distillery”? It doesn't mean this is also used!

The difference between artisanal and industrial grappa is well known, but few know the difference between Grappa di Alambicco and Bottler's Grappa.

Grappa di Alambicco is grappa distilled, bottled and sold by the same distiller. **Bottler's grappa**, on the other hand, is full grade grappa distilled by a distillery and bottled (after being diluted and blended in order to have a constant organoleptic profile) by another distillery.

*It is possible to have an artisanal distillery
but to bottle and sell industrial grappa!*

This practice is widespread:

in Italia ci sono meno di 130 distillerie e ben più di 500 imbottiglieri!

(data from “Il Grande Libro della Grappa” Hoepli Edition)



"How It's Made" documentary of the Discovery Channel Network chooses Grappa Nonino as an example and icon to explain the world how artisanal Grappa is born.

The reasons behind this choice are simple: marketing and saving production costs.

***Being able to declare on the label to have an artisanal distillery
gives important benefits in the perception of the product***

*and in the image of one's company.
However distilling with artisanal method
costs up to ten times more than distilling with industrial method.
For many people it is more convenient to use the artisanal distillery as a simple
marketing lever and to buy and bottle grappa distilled by others.*

3. On the label is it written “Produced and bottled by XYZ” or “distilled and bottles by XYZ”? There’s big difference!

The law of the European Union identifies as producer the one who made the last transformation of the product. For this reason, even the one who simply mixes or dilutes grappa distilled by others in order to bottle it, is considered as a producer on the label.

Prodotta e
imbottigliata da XYX
Distillatori via dei matti 0
Pampalunga 00000

Label of a fake brand of Grappa XYZ bearing the words "PRODUCED AND BOTTLED BY XYZ DISTILLERS"

The words "**Produced and bottled by XYZ**" on the label
only reveals the origin of the bottler of grappa,
not of the one who distilled it.

To differentiate his or her grappa from bottler's grappa the distiller write on the label “Distilled and bottled by ...”



All Nonino distillates have on the label the words

"PRODUCED AND BOTTLED BY NONINO DISTILLATORI SRL"



All Nonino aged distillates have on the label the words "DISTILLED, AGED AND BOTTLED BY NONINO DISTILLATORI SRL".

Reading the label is the only way to be sure about what you are buying!

Once again, reading the label of Grappa is fundamental in order to understand the real quality of the distillate. The label of Grappa does not have only a promotional or attractive function, it is the most important part of the bottle. The producer is required to comply with a complex set of regulations which establishes the mandatory and optional information that must or can appear on the label of the product he or she is selling.

Declaring false in a label is fraud!

For this reason the label of Grappa

is the most reliable source of information about the product.

If information about artisanal distillation is written only on a social post or on the website but it is not on the label of grappa, it cannot be trusted.

Knowing which information the producer could communicate on the label but chooses not to communicate (or cannot communicate because it does not correspond to the truth) is fundamental for an aware consumption and to defend the quality of Made in Italy in the world.

#DrinkResponsibly

Pubblicato da



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Writing this article on "The 3 things you absolutely need to know to recognize REAL artisanal Grappa" filled me with pride. Not so much because I had been trying to put it down on paper for more than 6 months, but because it made me realize even more how much - in a sector where craftsmanship is just an overused word to make marketing - my family has tried in every corner of our labels to declare our love for Grappa. A love that begins in the search for the best pomace to distill and continues in trying to make you understand the enormous difference between "having an artisanal distillery" and "distilling and bottling" artisanal grappa. Enjoy reading! NONINO DISTILLATORI S.R.L. [#grappanonino](#) [#Grappa](#) [#distillati](#) [#artigianato](#) [#madeinitaly](#) [#aziendeitaliane](#) [#italia](#) [#sommelier](#) [#ristoranti](#) [#ristorazione](#) [#marketingdigitale](#) [#marketing](#) [#brand](#) [#branding](#) [#socialmedia](#) [#qualità](#) [#eccellenze](#) [#familybusiness](#) [#azienda](#) [#italianfood](#) [#italianwine](#) [#drink](#) [#foodnews](#) [#tasting](#) [#beviresponsabilmente](#) [#distillery](#)