



Francesca Bardelli Nonino: “Distilling” The Values Of A Brand To Have Success (Also) On Social Networks

The Latest Generation Of The Nonino Family, A Communication Professional, Is The “Grappa Influencer” And Fights For Transparency On The Label.

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Francesca Bardelli Nonino, ultima generazione della Grappa Nonino

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“I had studied economics and finance, but then i realized that i liked communicating, and there were so many wonderful things to tell about Nonino Distillatori: an incredible mix of a family business that has revolutionized the world of grappa, which is the best distillery in the world but also a house-shop, like in the past, that also produces preserves and jams. A “small” and simple reality but with a great brand made of dedication, passion and tenacity, with more than 120 years of history behind and battles to make the world understand that grappa was not only the “water of fire” that burned hunger but a wonderful distillate, carried on by my grandparents in love with their work, with grappa but also with the italian spirit. Difficult to make it perceived online, but the videos studied theoretically would be less effective than a live broadcast with “our lady of grappa” (the way gianni brera called giannola nonino, but also the great “gino” veronelli, who

“duetted” one of the greatest personalities that this world has had, editor's note) who tells her story or among the tomatoes in the vegetable garden, because the reality of nonino is daily and spontaneous, it is linked to the tradition of artisanal distillation and to the land of friuli, to the times of nature and respect for quality”. This is how Francesca Bardelli Nonino, 31 years old, the latest generation of grappa Nonino, the historic family business led by Benito and Giannola nonino with their daughters cristina, elisabetta and antonella, in which she is in charge of communication, puts together with professionalism, passion and above all spontaneity, the story of an “enlightened” entrepreneurial history, the sharing of the values of one of the most important brands of the made in Italy - which are the family's ones - and the new frontiers of social networks. The result is a success, translated into a real boom of followers in the last year, from Instagram to Facebook, up to LinkedIn, the business platform where contacts have more than tripled, from 9,000 to 27,000, and which has earned her the recognition of “Grappa Influencer”.

Among guided masterclasses, pills on artisanal distillation, recipes for grappa-based cocktails but also authentic Italian aperitifs, food pairing and mixology, and much more, such as the video-stories “from home” that are all the most popular “because there is no planning but only me, my family and my smartphone”, this is the story of a “visionary” brand, in the good sense of the word, as her grandmother Giannola Nonino says. The most revolutionary “grappaia” [grappa maker] of Italy as Francesca calls her, for the first time live on Instagram thanks to her granddaughter (who is also a sommelier and WSET professional), the first woman to distil a cru Monovitigno grappa in Percoto, starting with Picolit in 1973, in the presence of Veronelli, aware that from that moment onwards the world of distillates would never be the same again. An all-Italian epic consecrated by the recognition of “Spirit Brand-Distiller of the Year 2019” for “Wine Enthusiast”, always able to look to the future and keep up with times as few historical brands are able to do, with the Nonino Botanical Drink “Aperitif of the Year 2021 international” at the Meininger's International Spirits award, and Amaro Nonino Quintessentia “Chairman's Trophy” at the Ultimate Spirit Challenge 2021, from the ancient family recipes created and reinvented in the 1940s by Silvia Nonino, the first woman “master distiller” in Italy, and then by her granddaughters Cristina, Elisabetta and Antonella. A dreamer but with her feet on the ground, Giannola Nonino shared her ideas for her company and for the made in Italy with the most important intellectuals of our time, the winners of the Nonino prize, born in 1975 and which often managed to anticipate the Nobel prize choices. Like, just to give an example, the great philosopher Edgar Morin who, in recent days, wanted her at his side at the Elysée palace in Paris to celebrate his 100 years with President Macron.

It's a story that Francesca recounts with us with her spontaneity and emotion, because “I'm very honest: if I'm here it's because I've had wonderful people in my family, but the role of my grandmother has touched me inside, for the revolution that she made with my grandfather, for the fact of having such a strong woman in the family who managed to be a successful entrepreneur in the sixties, thanks also to a husband who was against the tide in having her at his side. And I want to continue that revolution”. And as a “Grappa Influencer”, she has a clear battle on her hands: “that of transparency on the label, to protect the quality of grappa and to make it compulsory to indicate the name of the distiller if it is different from the bottler, as my grandparents have always asked. I made mini-videos and posts on how to recognize true artisanal and aged grappa and on distillation: I thought they were “difficult” topics for the social media, but by communicating in the right way, the public has shown to be ageless even for grappa, which is the Italian distillate par excellence and a symbol of our history and culture, but which

has incredible versatility, as my family has always maintained. My family is my company, and my company is my family - she concludes - and I know that my whole family wants pride behind a Nonino product, to feel represented, to feel that quality and craftsmanship are represented, in a word the made in Italy”.

