

CHILLED

RAISE YOUR SPIRITS

*
**THE
WHISKEY
ISSUE**

**JASON
ALDEAN**
Wolf Moon Bourbon



departments

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POSTMASTER: SEND ADDRESS CHANGES TO CHILLED MAGAZINE PO BOX 15445 NORTH HOLLYWOOD, CA 91615.
CHILLED VOLUME 14 ISSUE 5 OCT/NOV 2021 IS PUBLISHED BI-MONTHLY BY CHILLED MEDIA.

Grappa's Ladies

FOLLOW THE CRAFT-*Woman*-SHIP OF GRAPPA NONINO

By Alana Tielmann



"We are a female-led family business by destiny, not by choice," says Francesca Nonino, sixth-generation family member of Nonino Distillery. "While our decisions have not been guided by selecting employees by gender, we do believe in empowering male and female workers of great talent. I suppose it simply happened that we found a lot of talented women in our line of work."

Since 1897, the female-led family business in Friuli has revolutionized the method of producing Italian

grappa and made strides globally, introducing it to and through a younger generation.

"Nowadays, people are drawn to knowing and understanding the story behind their favorite brands and the artistry of crafting a product. Our grappa has such a beautiful history. We are a family of distillers, grappa is the spirit at the core of my family and taking on the recent role as global brand ambassador of Italian excellence has been a real honor," shares Francesca.



FRANCESCA NONINO

"I'M THRILLED TO HAVE THE OPPORTUNITY TO EDUCATE CONSUMERS AND TRADE ALIKE ON HOW AMAZING THIS ITALIAN SPIRIT IS."

The extraordinary Nonino Distillery is filled with 66 artisanal pot stills to ensure immediate distillation of fresh pomace upon arrival. "Instead of stocking and distilling the pomace for up to eight months, we only distill in accordance with the harvest," explains Francesca. "For a maximum of eight weeks, we distill 24 hours a day and seven days of the week. This speaks to my family's commitment to grappa and producing high-quality spirits with only the freshest ingredients. The key for me is to communicate these amazing artisanal attributes that showcase our commitment through social media. It makes it easier to share our story and usher in new traditions and considerations around grappa."

Nonino remarks on the encouragement from her family of female role models like her great-grandmother, the first female master distiller in Italy, and plans to pass on the care and craft-woman-ship of Grappa Nonino. "Through this community of female spirits leaders, I've been inspired to create new ways of product communication, education, and partnerships. Ultimately, I've made sure that my voice has a place regarding our product line and innovation pipeline."

Francesca urges bartenders to set aside past perceptions when it comes to grappa. "Be brave and mix grappa! Grappa Nonino is so versatile it can be the main protagonist of the cocktail or a delicious Italian twist to any mix," she says.

"WOMEN OFFER A DIFFERENT POINT OF VIEW. THIS WILL ONLY ALLOW THE INDUSTRY TO BETTER CREATE SPIRITS THAT MEET A BROADER RANGE OF PALATES."

-Francesca Nonino
GLOBAL BRAND AMBASSADOR

