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Cristina, Giannola, Francesca, Benito, Elisabetta e Antonella Nonino nelle distillerie Nonino (Ph. G.Iacolutti)

Two new cellars for Nonino, who celebrate 125 years

by sabrina nunziata, march 24, 2022

Two new aging cellars and a grand riserva that will be revealed during the year. There are many novelties at the Nonino, a distillery and grappa producer based in Friuli-Venezia Giulia. The company founded in 1897 has in fact decided to invest in the construction of two new aging cellars placed under the permanent seal and control of the Customs and Monopoly Office, which will validate the aging of grappa contained in them.

The two cellars, as Cristina Nonino, Managing Director and at the head of the company together with her sisters Antonella and Elisabetta, told Pambianco Wine&Food, they will be able to house 1,200 barriques that will be added to the 2,480 already present and located in the seven cellars currently active, three of which are located at Borgo Nonino, where the new ones will also be built in about a year and a half.

In addition to grappa, the standard bearer of the distillery, there is also Amaro Nonino Quintessentia Riserva with more than 24 months of aging. "It is a unique product - Nonino explains - not only for the important aging under seal but also because it is proposed unfiltered, the first time for a bitter". The product will be officially presented in a limited edition, only 6,000 bottles, at the next Vinitaly, scheduled from April 10 to 13, 2022. And, always on the subject of novelties, to celebrate the first 125 years of history of the distillery, next September Nonino will also present a prestigious Grand Riserva, about which, however, we cannot anticipate the details yet.

"In general", Cristina Nonino says, "there are two objectives the company intends to pursue. First of all, transparency on the label, especially requested by young people. For this reason, for years we have been reporting the wording 100% distilled with artisanal method and in aged

grappa and distillates we report 0% color additives because, although they are authorized by law, we do not add them. Moreover, we carry on the concept of versatility of grappa which is extraordinary in purity and combined with dark chocolate or sweets with candied fruit, just to mention some, as well as in cocktails".

Nonino intends to continue promoting its grappa and in general its products in the world of mixology and at aperitif time "which is having a great success". In fact, on its website the company proposes a rich recipe book of cocktails and, since 2007, it organizes the Nonino Cocktail Competition, a contest for the best cocktail with grappa.

In addition to the objectives to be reached in the next few months, there are also those already 'ticked' in the past year. Last November Nonino was celebrated as champion of the world of spirits by winning the "Spirit Competition 2021" by Falstaff, a leading magazine in the wine and food sector in German-speaking countries. In its Spirit Competition it awarded 100 points to Gran Riserva Nonino 27 Years - UE Monovitigno Refosco dal Peduncolo Rosso dated 1988 which "is the first Italian distillate to receive the highest award in this prestigious competition and now it is in the Olympus of international distillates next to Remy Martin Louis XIII and Rum Appleton Estate Aged 30 years". In 2021, Thanks to the increase in home consumption (favored above all by the lockdown), which pushed the sellout of spirits such as grappa and bitters, and the consolidation of the gap between cheap and premium products, the latter being the range in which Nonino is considered the reference brand", the company recorded an increase in revenues of 25% reaching 16.9 million euro, 53% of which generated from abroad, where the company is present in 87 countries, including the new entry Cuba, "the home of Rum!", as Cristina Nonino points out. A result "we are particularly happy about, especially because in these two years the generational passage from our parents to us sisters has been completed". Now the new generations are getting ready to enter, "including my daughter Francesca, responsible for digital communication, who represents the sixth generation of the family, who hopefully will soon be joined by the daughters of Antonella and Elisabetta".

As far as forecasts for 2022 are concerned, "it is very difficult to make previsions," explains Cristina Nonino. "We hoped that passed the most critical moment of Covid, there could be the conditions for a new normality". Now, however, "with the tragedy of the war and the consequent difficulties of the markets, the alarming increases in the cost of energy, raw materials and transport, which are forcing all companies to significantly increase the prices of their products, and the loss of the purchasing power of consumers, it is very difficult to make forecasts and it is necessary to be cautious but also to undertake to maintain the excellence of quality and to be close to our appreciative customers". Moreover, "we have many investment projects and programs to demonstrate that Nonino continues to look to and believe in a future of growth always declining the best of our tradition with innovation, which are part of our DNA".