

Families of spirit 2014

A famous family company – distillers for generations – their story, their passion, and their success.

Nonino

The house of strong women

Established in 1897, thanks to passion and constant research in innovation, the Nonino has become one of the most important distilleries in the world.

“For decades, grappa was little more than a cheap, portable form of central heating for peasants in northern Italy. Fancier Italians, and most foreigners, disdained it. But that was before the Noninos of Percoto came to prominence”. With these words, published in December 1997 on the New York Times, R.W. Apple Jr. hit the mark. To be precise it was “Grappa Picolit” that made the pomace distillate respectable also out of the home country, giving it international reputation.

Certainly, the Nonino’s success cannot be ascribed only to the extraordinary quality, awarded in many occasions at international level, but also to the innovative ideas of the owners, who constantly surprise with their new varieties and peculiar specialties.

Grappa Monovitigno, created by the Noninos in 1973, is just *one* typical example of this family’s creativity: the distillation of single varietal pomace is the Nonino revolution in the way of producing and introducing Grappa in Italy and in the World – it was their contribution to turn the poor aquavita for peasants from Cinderella into a Queen of distillates. For its 40th anniversary some special editions are available, particularly beautiful from the aesthetic point of view.

Also Grappa Riserva 8 Years, a limited edition, launched last year as a special Riserva in the segment of Grappa aged 8 years, records great interest. By great demand this exclusive grappa has been introduced in the standard collection.

Finally, besides the quality and the offer, also the presentation to the consumer is important. An example is Grappa Riserva 115th Anniversary, introduced on the market on the occasion of the 115th anniversary of the distillery. After ordering this specialty in a restaurant, you see a true performance: the waiter comes with a huge 6.3 liter bottle and, while the guests are still thinking how this precious drink can be put into a glass, he presents a big pipette and serves the grappa with simplicity and style.

Apart from the fabulous products, the distillery reserves another special “attraction”: it is a wonderful example of “female power”, because here the strong sex is the women – in a sector that still today is dominated by men, Giannola and Benito manage the Nonino with their three daughters, Antonella, Elisabetta and Cristina. And this is the true reason why at Shlumberger’s, the German distributor, they refer to the Nonino as “the house of strong women”.

The three young Italians are the heirs of an over centennial tradition. Since 1897 their family has devoted to the distillation of grappa and distillates. In 117 years, thanks to passion and constant research in innovation, the company has gained a position among the best distilleries.

In the photo: The Nonino sisters Antonella, Elisabetta and Cristina (from left)