



1984_2024
FORTY YEARS AGO THE NONINOS
CREATED UÈ® GRAPE DISTILLATE

*'Columbus's Grapes. No one had thought of it before ...
Success was immediate'*

Claudio Gallone, **Capital** April 1985

November 27, 1984

Benito and Giannola Nonino mark a new turning point, they distil in a single operation grape skins, pulp and juice and create UÈ® Grape Distillate, which they dedicate to their daughters Cristina, Antonella and Elisabetta. UÈ® Grape Distillate contains the elegance of wine distillate and the temper of grappa. The Ministerial Authorization for the production of the Grape Distillate (D.M. 20.10.84) is granted following a specific request by the Noninos, who had to fight against all sorts of bureaucratic and category obstacles.

UÈ® means Grapes in the language of Friuli



THE NONINO FAMILY HAS DEVOTED ITSELF TO THE ART OF DISTILLATION SINCE 1897

1897 the year in which Orazio Nonino, the family founder, establishes in Ronchi di Percoto the premises of his distillery which until then had existed as an itinerant still assembled on wheels.

DECEMBER 1, 1973 Benito and Giannola Nonino revolutionize the method of producing and introducing Grappa in Italy and throughout the world. They create the single varietal Grappa, **Monovitigno® Nonino**, distilling the pomace of Picolit grapes separately.

NOVEMBER 29, 1975 They establish the **Nonino Risit d’Aur Prize** - Gold vine shoot - with the aim of stimulating, awarding and having officially recognized the ancient autochthonous Friulian vines which are dying out and to obtain the Ministerial authorization to replant Schioppettino, Pignolo and Ribolla Gialla in order to preserve the biodiversity of the territory. In 1977 it is joined by the Nonino Literary Prize and it will be completed since 1984 with the International Section.

The Nonino Prize has anticipated six times the choices for the Nobel Prizes:

Rigoberta Menchù (Nonino Prize 1988, Nobel Prize 1992), V.S. Naipaul (Nonino Prize 1993, Nobel Prize 2001), Tomas Tranströmer (Nonino Prize 2004, Nobel Prize 2011), Mo Yan (Nonino Prize 2005, Nobel Prize 2012), Peter Higgs (Nonino Prize 2013, Nobel Prize 2013), Giorgio Parisi (Nonino Prize to a ‘Master of our Time’ 2005, Nobel Prize for Physics 2021).



1981 more than thirty cocktails based on Grappa Nonino are present in the book – **I cocktails** Ed. Rizzoli – by **Luigi Veronelli**, a classic for the experts of the sector. This is what Veronelli wrote ‘the preparation of any mix must comply with a categorical imperative **only good products give a good drink**’ and named after the Nonino women the cocktails: *Giannola Keel, Cristina Keel, Antonella Cobbler and Betti Cooler based on Grappa Nonino Vuisinâr* (aged in wild cherry casks).

NOVEMBER 27, 1984 The Noninos mark a new turning point; they distil the whole grape and create the **Grape Distillate: ÛE®**. The Ministerial authorization for the production of Grape Distillates (D.M. 20.10.84) is granted following a specific request by the Noninos after overcoming all sorts of bureaucratic and category obstacles.

JUNE 2, 1998 **Giannola Nonino** is appointed by the President of the Republic. **Cavaliere del Lavoro**: the most important honor for work. Giannola is among the 25 women awarded until then out of 500 honors in the history of the Republic.

JANUARY 1, 2000 **Wine Spectator**, considered the Bible of the world’s oenology, in the issue that celebrates the new millennium, opens the article dedicated to the world’s Distillates with **Grappa Nonino Cru Monovitigno® Picolit** in full page and invites to toast to the third Millennium with this **Superb Distillate**.

APRIL 3, 2000 After years of research, Cristina, Antonella and Elisabetta create **GIOIELLO®** the distillate obtained from the distillation of pure honey in all its taste varieties.

OCTOBER 9, 2003 The Triennale of Milan, on the occasion of the Thirty years of Monovitigno® Nonino, dedicates the anthological exhibition *Story of a Passion*, to the Nonino family.

DECEMBER 4, 2003 The President of the Italian Republic, Carlo Azeglio Ciampi, awards **Giannola and Benito Nonino** the prestigious *Leonardo Prize for Italian Quality* for “the absolute Quality level, Research and Innovation... **The Noninos are considered the true ambassadors for Italian Grappa throughout the world**”. “Saturday Profile” to the Nonino Family ‘**A Dynamo and her Daughters turn leftovers to Gold**’ on the occasion of the thirty years since the creation of **Grappa Nonino Monovitigno®**.



SEPTEMBER 19, 2007 In Percoto the la *first Nonino Cocktail Competition* is held, it is a competition for the **best cocktail with Grappa**. The event, organized for the first time by the association of English barmen – UK Bartender Guild – and AIBES, saw about fifteen among the most prestigious bartenders from London and from Triveneto challenge one another with their **Grappa Nonino based creations**.

DECEMBER 2010 Fendi presents *The Whispered Directory of Craftsmanship a guide to Made in Italy*, strictly handmade. Borsalino, Buccellati, Fendi, Maserati, **Nonino Distillatori**, Riva, Rubelli, Slow Food, Venini... brands with different places of origin, but joined by a **great passion for craftsmanship, for the attention to details, for a mix of tradition and innovation that converge in a unique product**.

DECEMBER 2012 RAI 5, the Italian radio and television company dedicates a 50 minute documentary to the **Nonino Family and Grappa Nonino: Dynasties** “*Stories, tales and events of who has made Italy great*”, to tell of a part of Italy that has breathed history and has been part of it creating something innovative, a symbol of the Made in Italy also abroad.

MARCH 2013 **Grappa Nonino Cru Monovitigno®** Picolit gets **99 out of 100** and turns out **the best Grappa** with the top score which overcomes all Grappas, even Aged and Riserva in the ranking of *falstaff*, the influential Austrian magazine of lifestyle and oenogastronomy for experts and connoisseurs!

AUGUST 2013 Travelling among Italian excellence, **Sette**, the prestigious magazine of the Corriere della Sera, counts **Grappa Nonino among “The great Italian brands”**. *A distillate of ideas in a bottle of Grappa*, the report tells how **Giannola and Benito Nonino**, the heirs of an ancient family of distillers, **have changed the way of drinking and turned Grappa from Cinderella into a Queen of distillates**.

DECEMBER 2013 The full page article *Terra e Cultura* on **La Repubblica** celebrates **Forty Years** since the Nonino Revolution in the history of Grappa and its bond with the land: the creation of **Grappa Monovitigno®** in December 1973.

JUNE 2014 “How it’s Made” prestigious documentary broadcast on the network Discovery Channel chooses Grappa Nonino as an example and icon to explain the world how artisanal Grappa is born.

FEBRUARY 2015 For the first time Grappa is displayed in the London window of Harrods, the icon of the world’s luxury, together with the most precious world distillates, where it embodies the Italian excellence with an invitation to a sensory experience which is impossible to resist: **the only Grappa present is The Legendary Grappa Nonino.**

JULY 2015 *The wide collection of Nonino cocktails is (...) is a perfect example of how a company so rooted in a tradition of purity can preserve its identity making experiments with its products”. Wallpaper**



SEPTEMBER 2015 **F. Paul Pacult**, defined by Forbes magazine “America’s foremost expert on distilled spirits”, **reconfirms Grappa Nonino Cru Monovitigno® Picolit among the world’s 16 most extraordinary Distillates in the “Hall of Fame”** of the prestigious quarterly SPIRIT JOURNAL.



SEPTEMBER 2016 **Amaro Nonino Quintessentia®** is an ingredient of the **Paper Plane cocktail** created in 2007 by Sam Ross and which has become an indispensable “**Modern - Classic**”, *chosen by The New York Times to represent the “Equal-parts cocktails” category.*

OCTOBER 2016 **Brad Thomas Parsons**- among the top international bitter experts and the author of the guide “Bitters”, opens with **Amaro Nonino Quintessentia®** his new book “*AMARO: The Spirited World of Bittersweet, Herbal Liqueurs*”, an outline dedicated to bitters all over the world.

JANUARY 2017 The Nonino revolution “*from Cinderella to a market Queen*” **the prestigious London School of Economic Business Review** publishes the case-study made by two eminent professors from Vienna and Edinburgh which attests how “Italian grappa managed to achieve the unbelievable change of status from the bottom to the top of the status rank” thanks to the incredible work made by the Noninos. “Giannola and her Family, thanks to their Picolit Grappa, created a bridgehead in the expensive high status category occupied by foreign distillates; other artisanal producers followed and, over time, the entire meaning of Grappa in the Italian society turned upside down. **Grappa became “the national spirit”,** on the same level as whisky and cognac.



FEBRUARY 2017 Grappa Nonino supports *P(our)*, the no-profit organization of the bartender community with thirst of knowledge. A benefit project created by Alex Kratena, Ryan Chetiyawardana, Jim Meehan, Simone Caporale, Monica Berg, Joerg Meyer and Xavier Padovani. *P(our)* = OUR + PURE. Sustainability, growth, and knowledge are essential elements of the very identity of *P(our)*.



MARCH 18, 2017 Nonino is **Spirit Entrepreneur of the Year** and is awarded the **Meininger Award Excellence in wine&spirit**. It is the first time the Award is given to a Grappa company.

MARCH 24, 2017 Davide Oldani – **Dining with grappa**. The Noninos carry on the evolution of **Grappa – Italian Cocktail Spirit**, the protagonist of fabulous Cocktails, Long Drinks and Aperitifs and in remarkable pairings with food: **the new frontier of Grappa Nonino**.

MARCH 31, 2017 **Borgo Nonino**, immersed in the Friulian countryside in Persereano, is a complex consisting of **7 rural buildings**, the oldest of which date back to the age of Napoleon and are **used as aging cellars for Grappa and Amaro under seal**. It is situated 500 meters far from the Nonino distilleries, on the edge of 10 hectares of wood realized by Benito with the essences of Friulian woods and runs along the Alpe Adria Cycle Route which reaches the sea.



MAY 25, 2018 The Nonino Distilleries are awarded the “**Walter Scheel medal 2018 for the Culture of pleasure and Lifestyle**” which, since 2014, has been awarded to personalities who have distinguished themselves for their attention to the culture of European taste and have given an extraordinary contribution in the sense of “being united” in the spirit of the work of unification of Europe.

JUNE 3, 2018 The Nonino family in exclusive preview at the *P(our)* Symposium 2018 in Paris, introduces **Nonino GingerSpirit** a distillate obtained from the maceration and distillation with 100% artisanal method of **ginger only – origin Italy**.

OCTOBER 11, 2018 On the occasion of La Vendemmia di Via Montenapoleone, the Nonino family introduces **L’Aperitivo Nonino BotanicalDrink** a ‘Pleasure drink for the palate and the spirit’ inspired by the family’s precious historical archives. Botanical magic with vegetal ingredients only.

NOVEMBER 11, 2018 The committee of the **Merano Wine Festival** awards Grappa Nonino 41° Aged 12 months in barriques, the ‘**WineHunter Award Platinum**’ – “for the superlative quality”.

MARCH 12, 2019 Rome: **Giannola Nonino is awarded the Prize “Arte Sostantivo Femminile”** which has acknowledged eight women as the representatives of excellence in their category, among the others artist Marina Abramovic and Maria Grazia Chiuri, creative director of Dior.

OCTOBER 29, 2019 At the **Bar&Spirit Festival**, organized in Vienna by the prestigious **Falstaff** magazine, the Nonino family is awarded the ‘Special Prize’ for the merits achieved in the development of ‘**Bar Culture**’.



DECEMBER 10, 2019 Giannola, Cristina, Antonella, Elisabetta and Francesca Nonino are awarded the **Premio Donne per il Made in Italy**, delivered in Rome at the Ministry of Agricultural, Food and Forestry Policies “for distinguishing themselves for their ability to innovate and contribute significantly to the growth of the Italian economy by enhancing the **MADE IN ITALY in the World.**”

JANUARY 27, 2020 In the night of 27 January 2020, at the prestigious Palace of Fine Arts in San Francisco, Nonino Distillatori is proclaimed ‘**Best Distillery in the World Spirit Brand/Distiller of the Year 2019** by *Wine Enthusiast Wine Star Awards*. It is the first time for Italy and grappa.



JUNE 2021 L’Aperitivo Nonino Botanical Drink, 100% vegetal and 0% color additives, is the “**Aperitif of the Year 2021**” international at the Meininger’s ISW. L’Aperitivo Nonino is the **first Italian aperitif awarded with this international recognition**, by the German editorial group of Wine&Food.



JUNE 2021 Amaro Nonino Quintessentia® obtained the highest acknowledgement, the Chairman’s trophy, and it is the **absolute first in the a Amari category at the Ultimate Spirit Challenge 2021**, the prestigious competition about Spirits presided by Paul Pacult, with more than 300 finalists from 52 countries.



NOVEMBER 2021 Nonino Gran Riserva 27 years UE® – Monovitigno Refosco dal Peduncolo Rosso, Dated, 1988 obtained the **first position - 100 points from Falstaff** at the Spirit Competition 2021. It is the first Italian distillate to receive the highest recognition in this prestigious Competition and now it is in the Olympus of international distillates, together with Remy Martin Louis XIII and Appleton Estate Rum Aged 30 years.



APRIL 2022 L’Aperitivo Nonino Botanical Drink has been elected “**Aperitif of the year 2021-2022 international**” by Meininger ISW for the second year in succession!



JUNE 2022 Amaro Nonino Quintessentia® Riserva is **Chairman Trophy**. For the second year in a row, the ultimate recommendation in bitters is Nonino. If Amaro Nonino Quintessentia® had triumphed at the USC in 2021, this year **Amaro Nonino Quintessentia® Riserva** has enchanted the judges of the prestigious spirits competition.





JUNE 2023 L'Aperitivo Nonino Botanical Drink, for three consecutive years, is elected **Aperitif of the Year** at Meiningen's ISW.

DECEMBER 1, 2023 The Noninos celebrate Fifty years since the creation of **Monovitigno® Nonino, the Grappa Revolution**, at the gala dinner of the **World Cocktail Championship IBA 2023** (International Bartender Association) at Marriot Park Hotel in Rome. A Revolution that continues, making the versatility of Grappa more and more known in mixology. **#BEBRAVEMIXGRAPPA!**



APRIL 15, 2024 At Vinitaly the Noninos introduce “**Nonino Flour – Green Spot**”, a project born from the meeting between researcher Ninna Granucci, the Nonino Family and the non-profit ReGeneration Hub Friuli. An **innovative kind of flour**, gluten free “food ingredient”, whose upcycling procedure has the advantage of obtaining **from the Nonino pomace**: a product with high nutritional properties, increase in yield and reduction of production and environmental costs.

MAY 10, 2024 Rome **Cristina, Antonella and Elisabetta Nonino** are awarded the prestigious **Guido Carli Prize** “*Raised among grapes, scents and hard work in the village of Percoto, in the province of Udine, they immediately combine the strength of their roots with vision and international culture. In the 1970s they saw their parents revolutionize the production methods and the image of their product. Following their example they build their future. The absolute novelty? Having made bartenders discover their grappa as a distillate for cocktails as early as 2000. For these reasons they deserve the Guido Carli Prize*”. The Prize, named after former governor of the Bank of Italy and former minister of the Treasury, is awarded annually to personalities who have distinguished themselves for their social commitment, successes in the entrepreneurial field, as well as for bringing prestige to Italian talent and genius in the world.

25 JANUARY 2025

Fifty years since the Institution of the Nonino Prize 1975-2025 dedicated to Benito Nonino.

It's celebrated the Prize established by Benito and Giannola Nonino in 1975 with the aim of “stimulating, awarding and having the ancient autochthonous Friulian dying vine varieties officially acknowledged”, and so preserving the biodiversity of the territory. The Nonino prize has anticipated six times the choice of the Nobel laureates.



NONINO, ALWAYS NATURAL AGING IN BARRIQUES AND SMALL CASKS UNDER SEAL AND PERMANENT SURVEILLANCE BY THE CUSTOMS AND MONOPOLY AGENCY IN THE COMPANY CELLARS

THE NONINO PRODUCTION METHOD

The Nonino Distilleries, unique in the world, consist of five artisanal distilleries, each with 12 copper batch steam stills for the production of the inimitable Nonino Distillates, respecting the tradition and the rhythms of true craftsmanship. **The Nonino Family personally takes care of the purchase of the primary products and follows the various phases of distillation to guarantee the maximum quality of the distillate.**

THE NONINO AGING CELLARS

Nonino Grappa, UE® and fruit Distillates Aged and Riserva have always followed **natural aging in barriques and small casks under seal and permanent surveillance by the Customs and Monopoly Agency in the 7 Grappa Aging Warehouses of the Nonino Distilleries and are bottled without color additives. All ingoing and outgoing movements of Grappa, UE® and fruit Distillate subject to aging, are traceable in the Nonino registers certified by the Customs and Monopoly Agency. Today the 7 Grappa Aging Warehouses of the Nonino Distilleries contain nr. 2620 barriques and small casks of different types of wood, among which Nevers, Limousin, Grésigne and ex-Sherry oak, and Acacia, wild Cherry, Ash and Pear wood, traditional toasting and Nonino artisanal protocol.**

The Noninos bottle exclusively Grappa, UE® and fruit Distillates obtained from fresh primary products, distilled 100% with artisanal method in their own copper batch steam stills in Ronchi di Percoto.



Cellar 1

Cellar 2



Cellar 3



Cellar 4



Cellar 5



Cellar 6



Cellar 7