

Premium Brands, Inc.

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Grappa Marolo in USA

Many people in America have a very negative image about GRAPPA because they experienced only rough, undrinkable, bad smelling liquids improperly called GRAPPAS. There are one time tasters that have developed a sense of rejection because they felt “punished” by the “irresponsible aggressiveness” of drinks that nothing have to do with a good GRAPPA.

The mission statement of MAROLO is the following: GRAPPA is a MODERN spirit: a) **DISTINCTIVE** (it has an identity because each flavor has a flavor) b) **SMOOTH** and therefore with an **INTERNATIONAL APPEAL**.

The press is confirming what MAROLO declares and in any case it is very, very, very easy to verify the **QUALITY** of his GRAPPA: just check it side by side with any other GRAPPA. You will discover that only few of them will be at the same level and all of them, by the way, quite expensive; they are an **ARTISANAL** work of art. (Paolo Marolo personally spends many hours at the still column during the “distillation campaign”).

Four winning flavors

The **SPECIFICS** of each flavor are explained in the fact sheets.

I would like to stress the following:

1) Moscato (42% alc/vol) has clearly a “moscato” aroma strongly reminiscent the moscato grape and the Moscato d’Asti wine or the Asti Spumante. We have the following recommendation: “Enjoy Grappa Moscato in a liqueur glass at room temperature – or store it in the freezer and serve in a frosted glass for a special treat!” - We suggest this approach particularly during the summer months.

2) Barolo (42% alc/vol) is aged for few years in different woods and has a rich and complex flavor. The same people that appreciate aged distilled spirits of any country can appreciate it. (We noticed that Barolo sells very well in the steak houses.)

3) Brunello (42% alc/vol) has an herbal, mineral, and smooth dry flavor. It is a “masculine” grappa that could have been the favorite spirit of “strong Renaissance gentlemen” like Lorenzo de Medici, “Il Magnifico” or Niccolò Machiavelli.

4) Grappa & Camomile (35% alc/vol) is a unique **INTERNATIONAL** flavor that everybody can appreciate. The reaction of 90% of the tasters is overwhelmingly enthusiastic. Undoubtedly the sweetness is a plus because it blends magnificently with the “smooth dryness” of the grappa.

Paolo Boselli