

Marolo Grappa presentation

- 1) **General info about Marolo distillery – (from#1 - to#9)**
- **2) From the vineyards to the distillery – (from#1 – to # 15)**
- **3) The Marolo GRAPPAS – (from#1 – to #30)**
- **4) How to taste grappa, Grappa Marolo – (from#1 – to #10)**
- **5) Ways to serve Grappa Marolo – (from#1 – to #6)**
- **6) Merchandising tools – (from#1 – to #6)**
- **7) How grappa is made – (from#1- to #24)**

2) To make Grappa you need grapes and a grappa maker

- Paolo Marolo makes grappa from about 15 different grape varieties:
 - moscato, nebbiolo, dolcetto, barbera, sangiovese, arneis, verdicchio, cortese di gavi, pigato, freisa, vermentino, brachetto, gewuerztraminer, pelaverga.
- Paolo Marolo established his distillery in 1977. He teaches post-graduate courses at the Enological School of Alba.





Definition of Grappa

- "Grappa" is the Italian legal name given to the distilled spirit obtained through the distillation of the pomace or marc of pressed grapes (**skins, seeds, small quantity of pulp, must and wine**).









Suppliers of pomace

Producers of Barolo

- Cavallotto
- Elio Altare
- Anselma
- Gianfranco Alessandria
- Azelia
- Poderi Oddero
- Silvano Bolmida
- Giacomo Conterno
- Paolo Conterno
- Mauriglio Palladino
- Fratelli Adriano
- Mascarello Giuseppe
- Franco Molino
- Gianfranco Bovio
- Livia Fontana
- Cascina Bruni

Producers of Barolo

- Mauro Molino
- Monfalletto (Cordero di Montezemolo)
- Nada Fiorenzo (Barbaresco)
- Pio Cesare
- Aldo Conterno
- Gianni Voerzio
- Prunotto
- Paolo Scavino
- Revello F.Ili
- Giuseppe Rinaldi
- Rocche dei Manzoni
- Luciano Sandrone
- Aldo Vaira
- Vigna Rionda (Masolino)
- Ettore Germano
- Ferdinando Principiano

Suppliers of pomace

• Producers of Moscato

- Antica Contea di Castelfvero
- Bera
- Cantina Alice Bel Colle
- Cantina Soc. Ricaldone
- Davide Campari
- Fattoria S. Giuliano
- Sergio Grimaldi
- Tenuta Langasco
- Vecchia Cantina Alice Bel Colle

• Producers of Brunello

- Cantine Luciani
- Lisini
- La Cerbaiola di Giulio Salvioni
- Siro Pacenti
- Tenimenti Angelini
- Tenuta Valdicava
- Capanna (Patrizio Cencioni)
- Tenuta San Giorgio (Guido Folonari)
- Ciacci Piccolomini D'Aragona (Paolo Bianchini)

Marolo's mission statement

Since 1977 the mission statement of MAROLO has been the following:

– GRAPPA is a **MODERN** spirit, which, while preserving its originality, is:

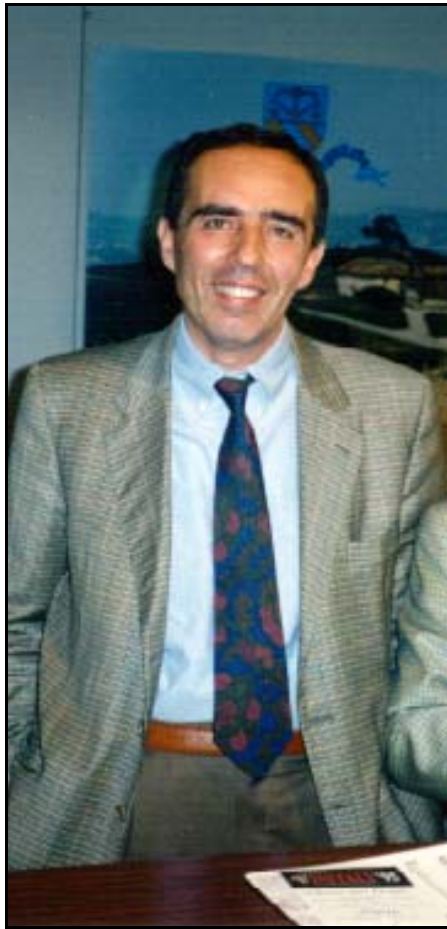
a) **DISTINCTIVE** (it has an identity because each variety has a flavor)

b) **SMOOTH** and therefore with an INTERNATIONAL APPEAL.

Grappa: the unique extraordinary Italian spirit

- Unfortunately GRAPPA has a controversial image because many consumers 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 have nothing to do with a good GRAPPA.

Paolo Marolo: Maestro Grappaiolo



- 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 a few of them will be at the same level and all of them, by the way, will be quite expensive;
- They are an **ARTISANAL work of art.** (Paolo Marolo personally spends many hours at the still column during the “distillation campaign.”)

End Part 2