

# 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 #12)**
- 6) **Merchandising tools – (from#1 – to #6)**
- 7) **How grappa is made – (from#1- to #24)**

## 3) The 9 Marolo Grappas in USA

- 1) Barolo
- 2) Brunello
- 3) Moscato
- 4) Moscato "DOPO" aged 5 years
- 5) **MILLA (Liqueur)**
- 6) Barolo aged 9 years
- 7) Barolo aged 12 years
- 8) Barolo aged 15 years
- 9) Barolo aged 20 years



The sizes available are:

750, 375 & 50ml

The large bottles are sold in individual boxes.

The minis are sold in sleeves of 12 minis each.



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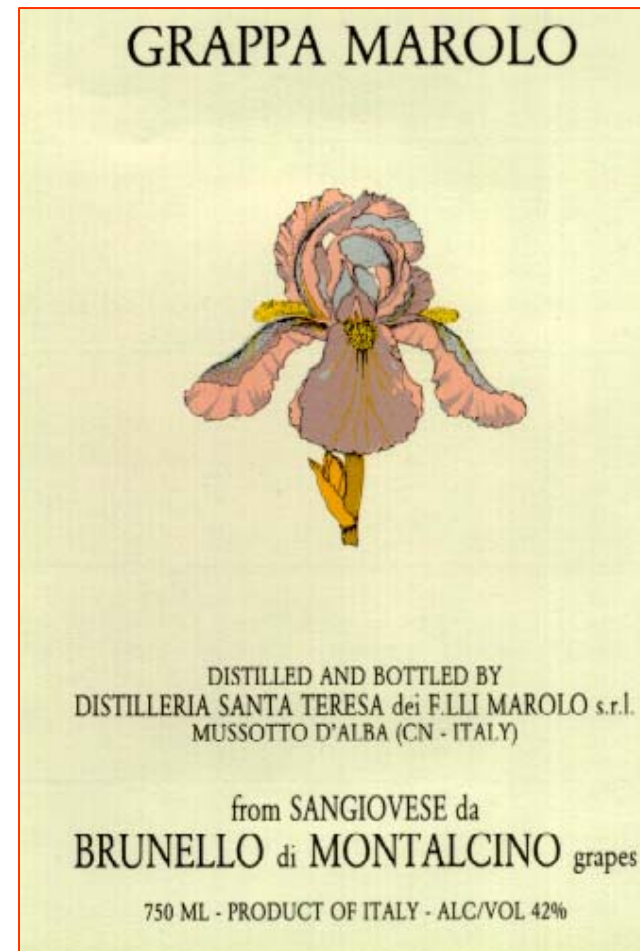
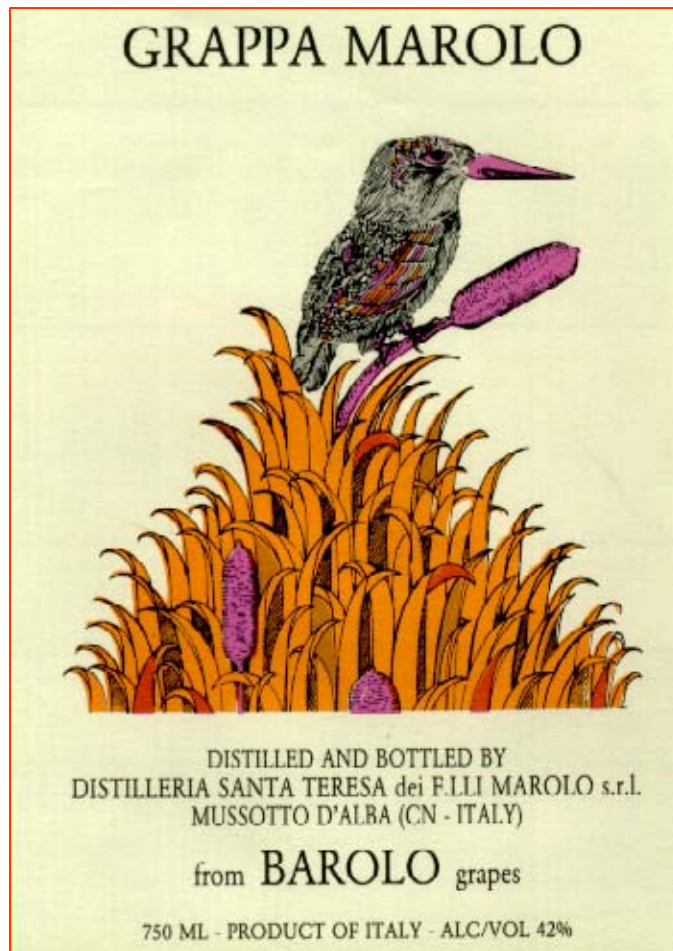
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# BAROLO & BRUNELLO

designed by maestro Gianni Gallo



**BAROLO:** “*Amazingly Elegant –  
A Top Drawer Grappa*”

Maestro Grappaiolo Paolo Marolo creates this special blend from grappas distilled from selected fresh **Nebbiolo** grape pomace of the incomparable wine of Barolo.

Aging the grappas **36 to 42 months** in wood before blending (**70% in 228-liter used – for aging marsala - oak barriques** and **30% in 500-liter oak barrels**) imparts a lovely straw color, a deeply ample aroma, and enormous full-flavored character balanced by velvety smoothness.

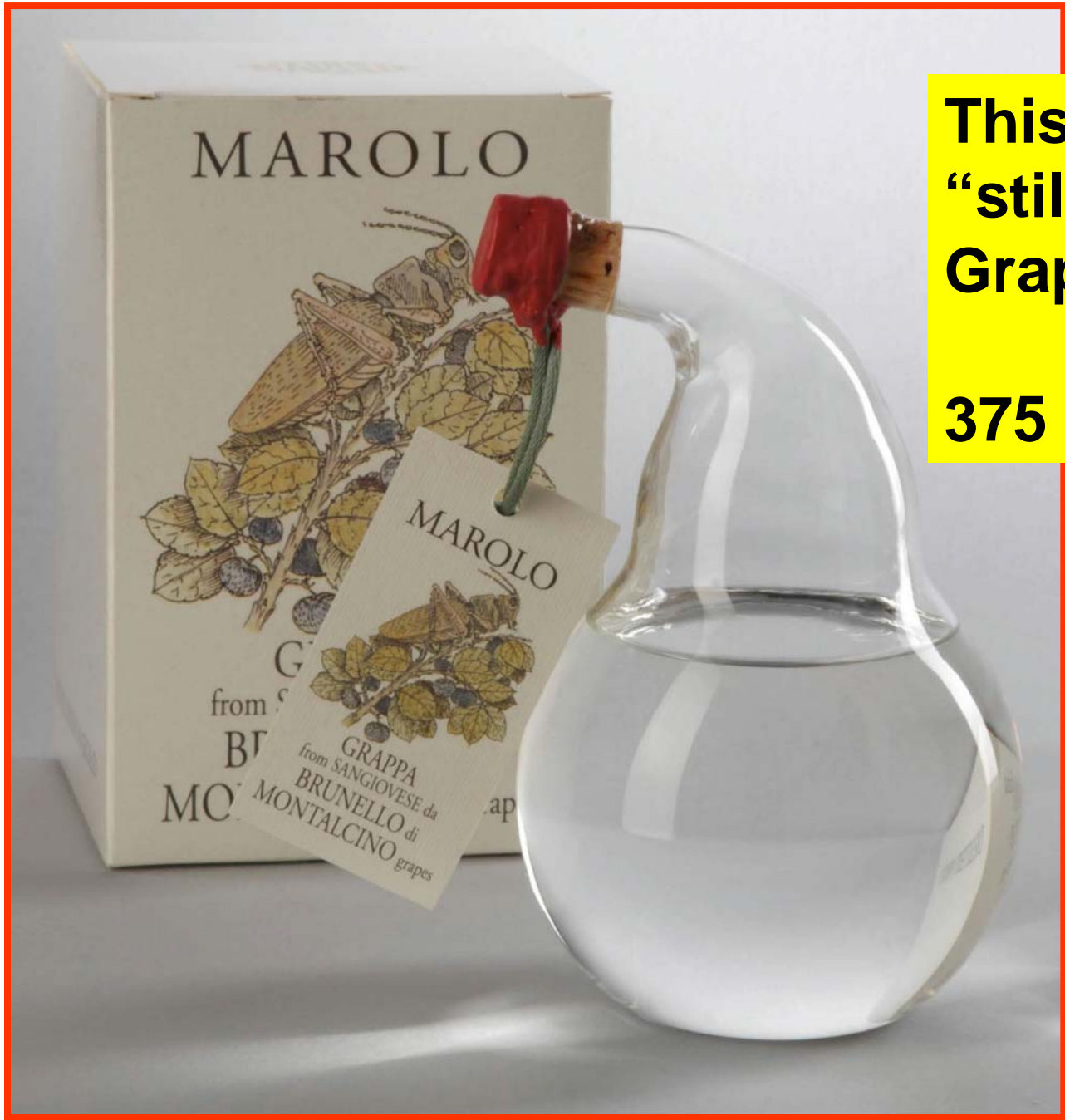


# The essence of Grappa

- To produce grappa means not only to get alcohol, but to create a product that **carries** to the palate the characteristics of **the identity of the grape varieties** used.

**BRUNELLO:** *“Ideal Purity....Fresh and Alluring”*  
- *F. Paul Pacult’s Spirit Journal*

- Marolo fashions a fabulously refined grappa from selected **Sangiovese pomace of Brunello di Montalcino.**
- The pomace is transported to the distillery -- from vineyards that produce some of Italy’s greatest and longest-lived red wines -- **immediately after crushing, to preserve optimum freshness.**
- The exquisite rich flavors of the Sangiovese grape come through with vividness, roundness and elegance.

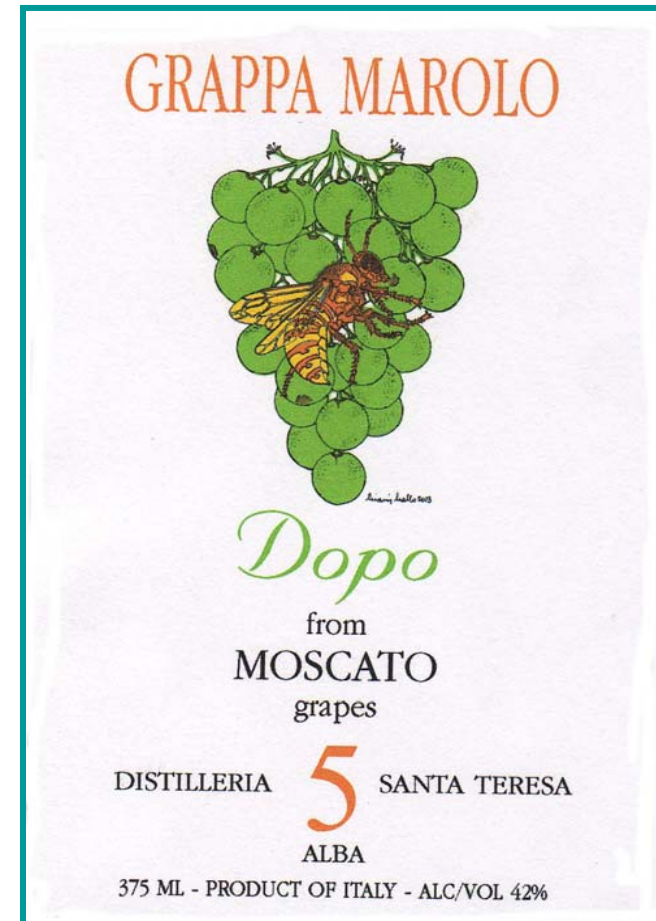
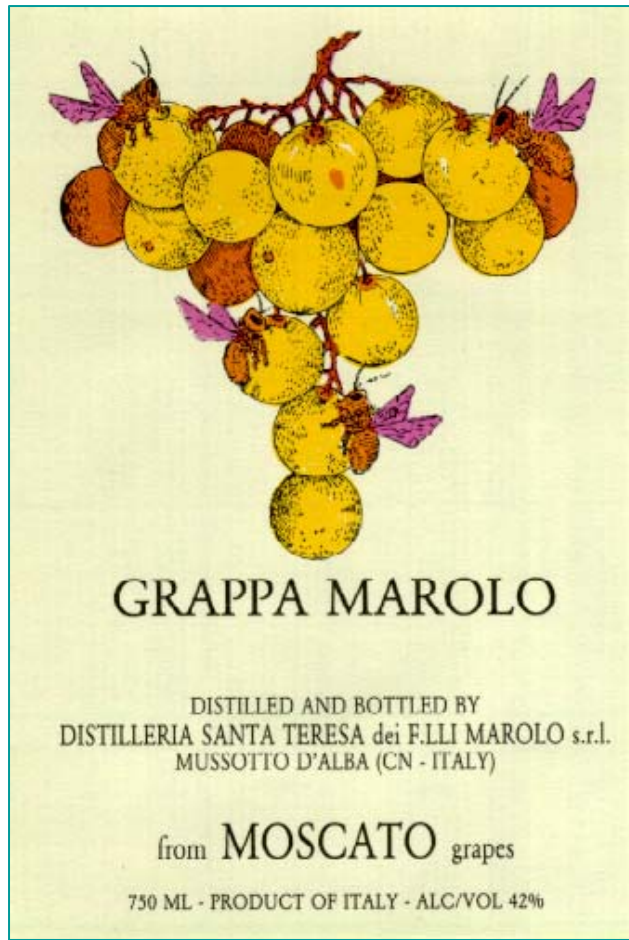


**This unit is called  
“still” and it is  
Grappa Brunello**

**375 ml**

# 2 MOSCATO GRAPPAS

designed by maestro Gianni Gallo



# MOSCATO: “Nothing Short of Divine”

- Paolo Marolo creates this distinctive grappa from the **fresh pomace of Piemontese Moscato grapes** fermented immediately after crushing.
- The distillation process retains the richness of the aromas and the freshness of the grapes, producing a grappa with an **intense and vivacious fragrance**, a broad array of full flavors on the palate, and a soft and persistent finish.
- **For a special treat, it is served in a frosted glass, straight from the freezer. Marolo elevates the gappa genre to new heights of refinement!**

## #1- Grappa Moscato “DOPO” 5 years old

- This grappa, made with MOSCATO grapes, is **aged five years in French oak 60 gallon barrels**. It is a warm, smooth and velvety grappa that goes well after ("dopo") a meal of rich meat dishes. [Paolo Marolo created this grappa, inspired by the incredible steak houses visited in America.] It is a MAROLO signature to offer a fragrant aromatic MOSCATO grappa aged in wood.

## #2- Grappa Moscato “DOPO” 5 years old

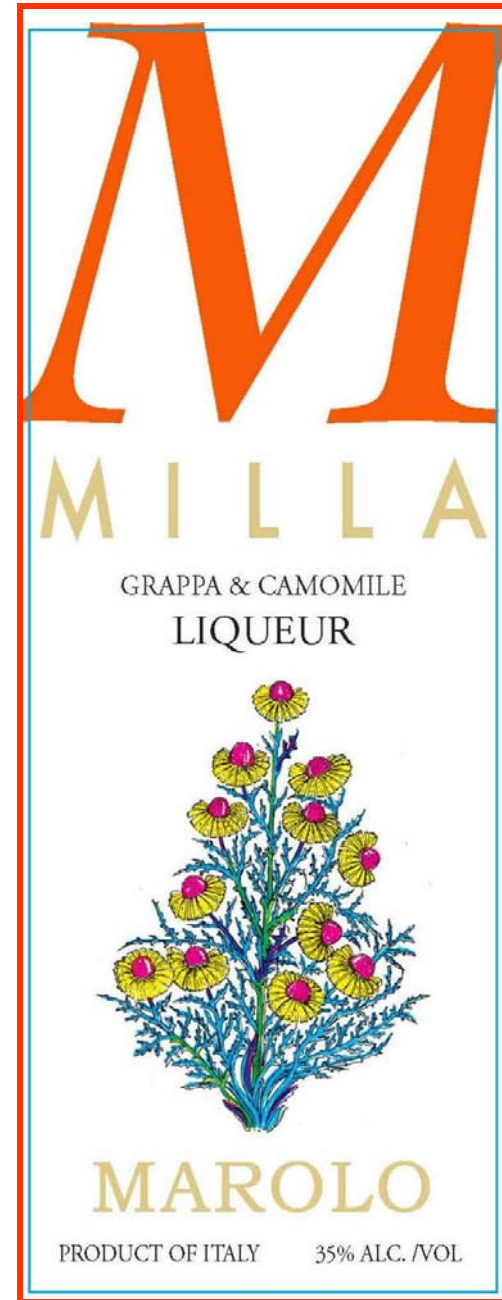
- **An interesting peculiarity: the barrels for aging this grappa come from a producer of Moscato Passito di Pantelleria who used them to age his wine and therefore the 5 year old grappa reflects in its taste the sweetness of the Moscato Passito di Pantelleria. (Pantelleria is the tiny volcanic island located in the middle of the Mediterranean Sea, between Sicily and Tunisia.)**

**MILLA**

**GRAPPA & CAMOMILE**  
[CAMOMILLA]

designed by maestro  
**Gianni Gallo**

**Paolo Marolo got the  
recipe from his grand  
mother, Lodovina.**



# MILLA

- *“Liqueur of the Year...A Major Liqueur Discovery!”- F. Paul Pacult’s Spirit Journal*
- Marolo’s meticulously hand-crafted **MILLA** is a liqueur obtained from the **infusion of camomile blossoms** in **grappa** made from fresh and carefully selected Piemontese Nebbiolo grapes.
- The camomile flowers are picked when fully mature, dried in the shade, **left to steep for 11 months in the grappa and then filtered.** A time-honored tradition of the Langhe hills -- the land of Barolo and Barbaresco – is transported to a new realm of elegance.

# MILLA

- F. Paul Pacult gave Marolo's Grappa & Camomile a **five-star rating** and found it "warm, inviting, and **totally luscious**...one of the best liqueur experiences I've had the past year or two...**a major liqueur discovery!**"
- Hailed as **Liqueur of the Year (1998)** in Pacult's *Spirit Journal*.



**Small Hole:  
Barolo**

**375 ml**



**Twist: Barolo**

**375ml**



**Large Hole:**  
**MILLA**  
**Camomile**  
**375ml**



**Moon: *M*MILLA  
Camomile**

**375ml**

# Barolo – 12 years old

MAROLO



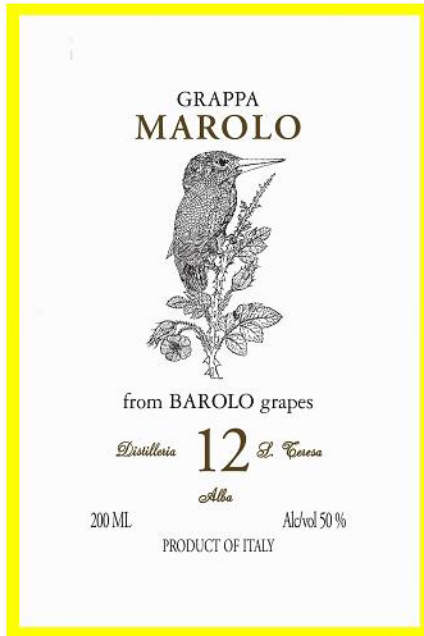
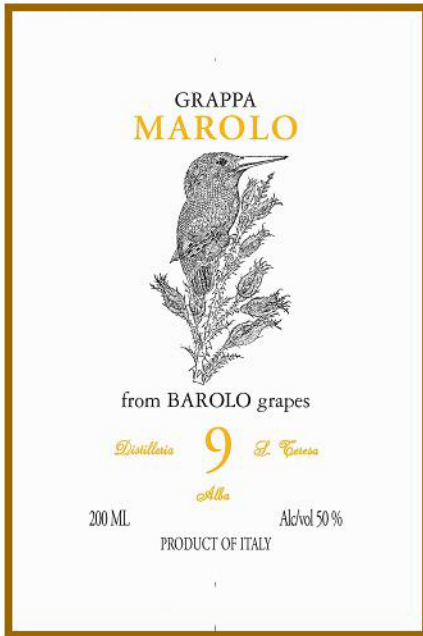
from BAROLO grapes

*Distilleria* **12** *S. Teresa*  
*Alba*

750 ML - PRODUCT OF ITALY - ALC/VOL 50%



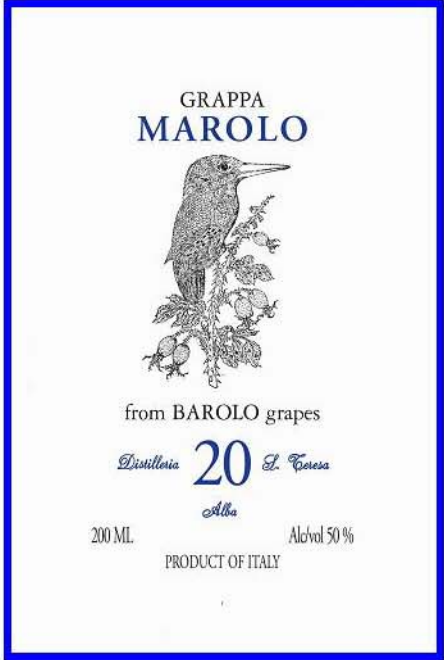
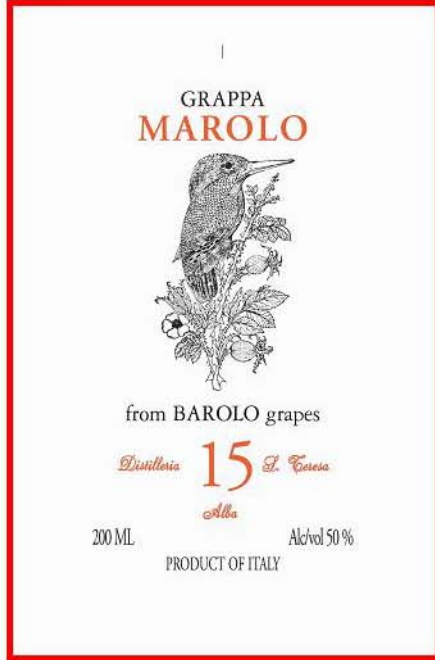
**750 ml -  
12 years old**



**“For Four” is a gift box made of 4 bottles each, 9-12-15 & 20 years old.**

**This bird, a kingfisher, holds a flower branch showing only buds in the 9 year old label; buds, leaves and flowers when 12; leaves, flowers and fruits when 15; only fruits when 20.**

**Each type will be sold in cases of 6 bottles of 200ml. Each bottle is boxed.**





**This unit is called  
“For Four”  
There are 4 bottles of  
200ml each.  
One bottle each of the 9,  
12, 15 and 20 year old  
BAROLO**

# The 9-12-15-20 year aged Barolo

- For the first 2 years, they are aged in Italian oak barrels of 20-30 hl.
- From the end of the second year until the end of the twelfth year, the aging takes place in various 60 gal. oak barriques used to age marsala (70%), barolo and even to ferment arneis.
- From the thirteenth year until the twentieth, Marolo uses, beside oak barriques, casks of 380 liters of acacia for periods of 2-3 years.
- The aging process goes through periodical – every 2-3 years – rackings from one barrel to the other.

# How to describe the Barolo aged Grappas

- The 9 and 12 year old grappas show aromas and flavors of tobacco, leather, vanilla, dry fruit, chocolate, relatively fresh perfumes.
- The 15 and 20 year old grappas are in general “drier,” showing tar, licorice, almonds, more complexity.

**Barolo Aged Grappas**  
**200ml each bottle**  
**9-12-15-20 years old**  
**Shipped in cartons of 6 units**



JUN 20 2007

**Barolo Aged Grappas**

**200ml each bottle**

**9-12-15-20 years old**

**Shipped in cartons of 6 units**



**End Part 3**