

Grappa Marolo

&

***M*ILLA**

THE 109 PRESENTATION

Marolo Grappa presentation

- 1) General info about Marolo distillery – (from#1 - to#10)**
- 2) From the vineyards to the distillery – (11 to # 25)**
- 3) The Marolo GRAPPAS – (from#26 – to #56)**
- 4) How to taste grappa, Grappa Marolo – (from#57 – to #66)**
- 5) How to enjoy Grappa Marolo & *M*ILLA – (from#67–to #79)**
- **6) Merchandising tools – (from#80 – to #85)**
- **7) How grappa is made – (from#86- to #109)**

1) Marolo Grappa Distillery

- Location: **Alba**, Piedmont, Italy –
- Established in **1977** by **Paolo Marolo**
- Distills between **1,350 – 1,500 tons of pomace in 3 months.**
- Marolo distills in 90 days what the largest distillery distills in 2 days.
- Total production of grappa in Italy is about **50 million bottles by 136 distilleries.**
- Marolo produces **90,000 bottles.**





Marolo distillery



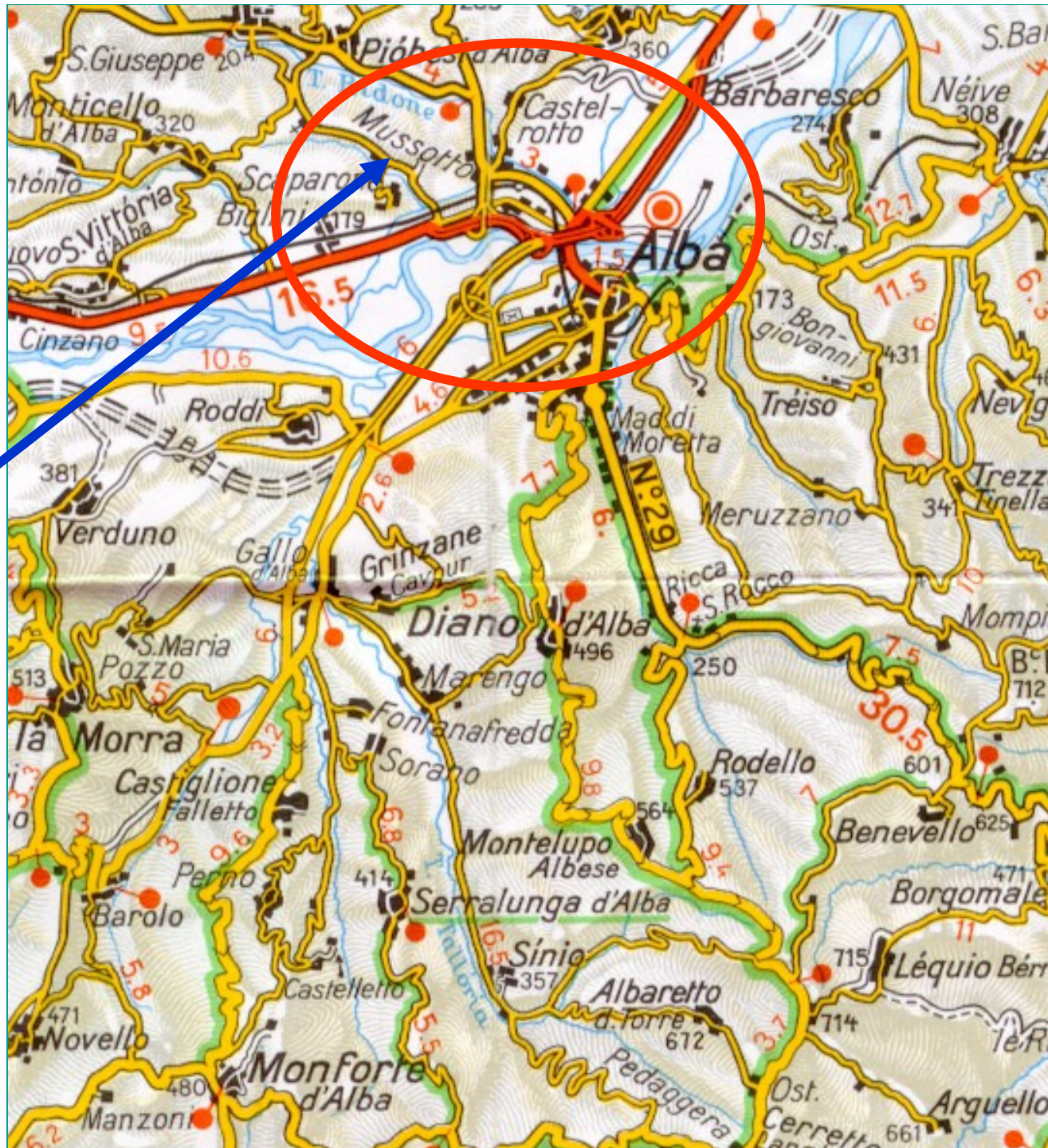
Piedmont



Piedmont



Alba



End Part 1

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

- Paolo Marolo makes grappa from about 15 different grape varieties:
 - moscato, nebbiolo (Barolo, Barbaresco) dolcetto, barbera, sangiovese (Brunello), arneis, verdicchio, cortese di gavi, pigato, freisa, vermentino, brachetto, amarone (corvina & rondinella), gewuerztraminer, pelaverga.
- **Paolo Marolo established his distillery in 1977. He was teacher at the 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
- Damilano
- Marchesi di Barolo
- Azelia
- Poderi Oddero
- Ettore Fontana
- Giacomo Conterno
- Principiano Ferdinando
- Poderi Colla
- Andrea Burlotto
- Mascarello Giuseppe
- Molino Franco
- Bovio Gianfranco
- Paolo Conterno

Producers of Barolo

- Molino Mauro
- Monfalletto (Cordero Montezemolo)
- Nada Fiorenzo (Barbaresco)
- Pio Cesare
- Aldo Conterno
- Germano Ettore / GermanoAngelo
- Prunotto
- Paolo Scavino
- Revello F.II
- Giuseppe Rinaldi
- Rocche dei Manzoni
- Luciano Sandrone
- Palladino
- Massolino (Vigna Rionda)
- Camerano Vittorio, etc.

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 (Giulio Salvioni)**
- **Siro Pacenti**
- **Banfi**
- **Campogiovanni (San Felice)**
- **Tenuta Valdicava**
- **Capanna**
- **Tenuta San Giorgio**
- **Cinelli Colombin**
- **Poggio Antico**
- **Claudia Ferrero**
- **Ciacci Piccolomini d'Aragona**

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

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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.



The sizes available are:

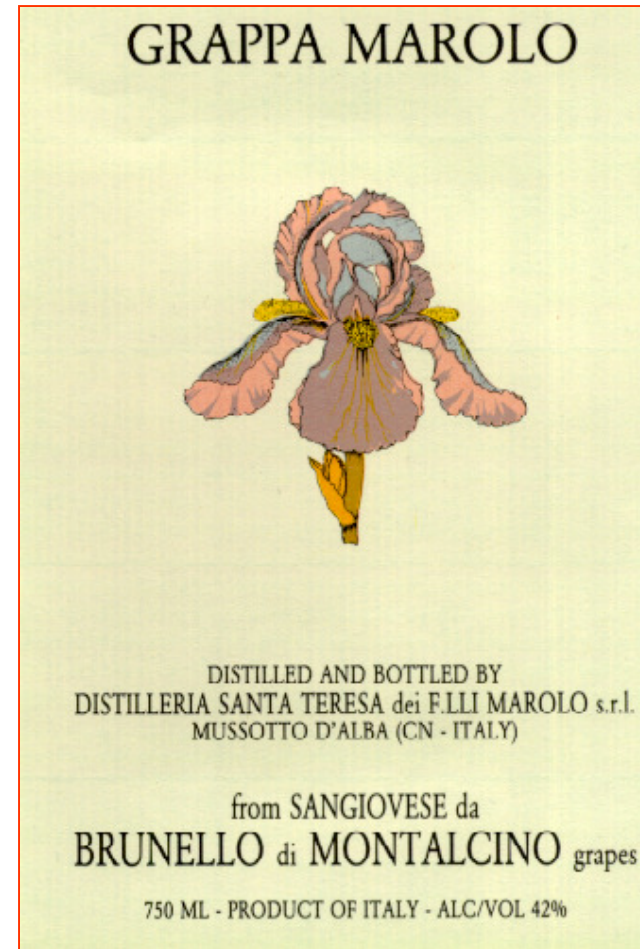
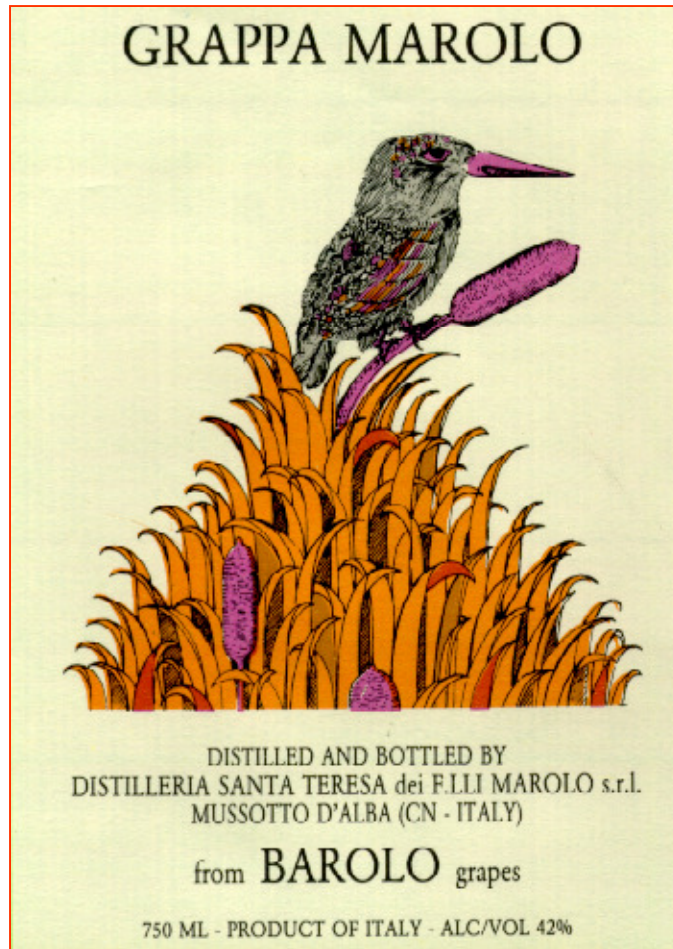
750, 375 & 50ml

The large bottles are sold in individual boxes.

The minis are sold in sleeves of 12 minis each.

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.

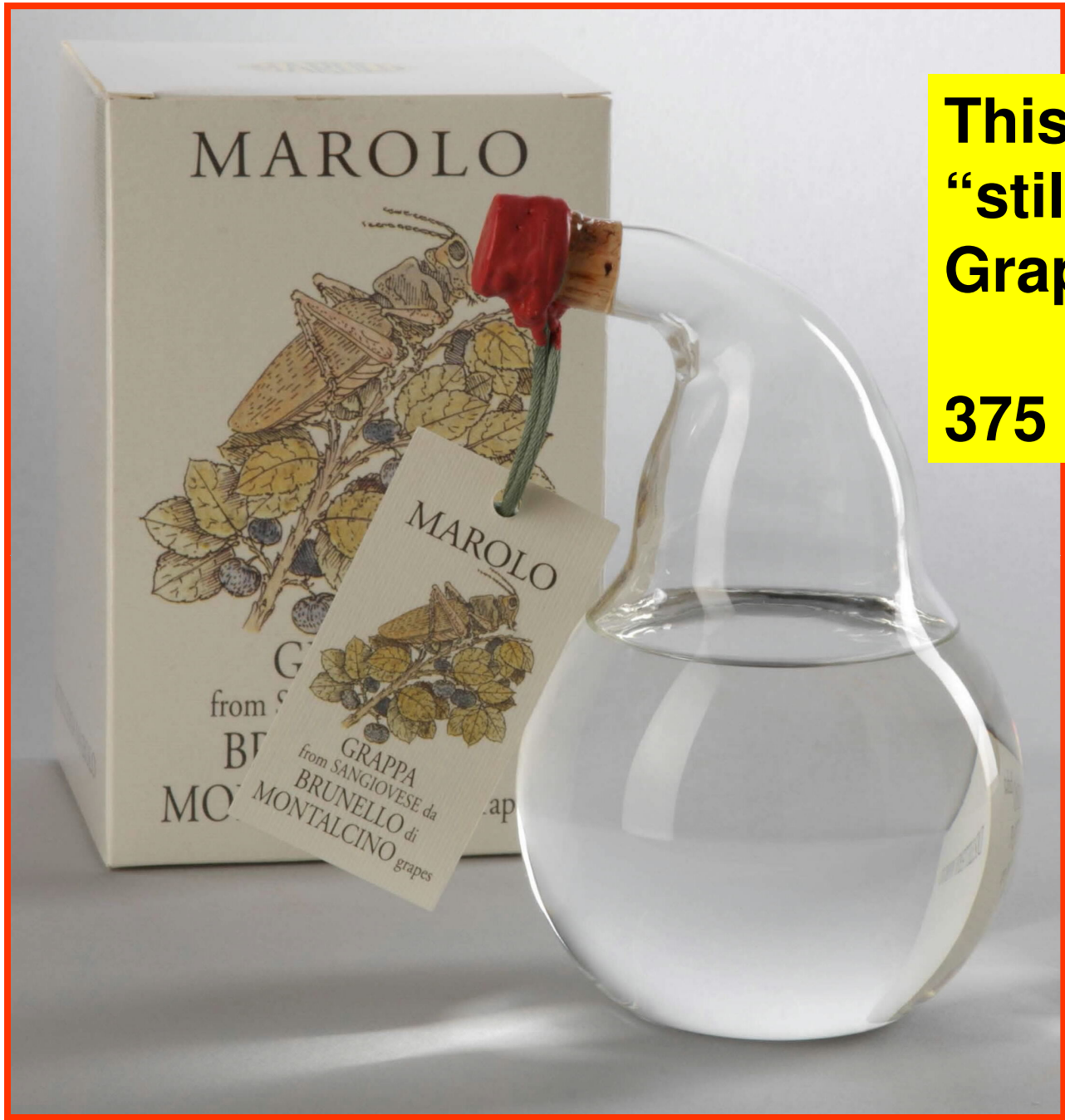


The essence of Grappa

- 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

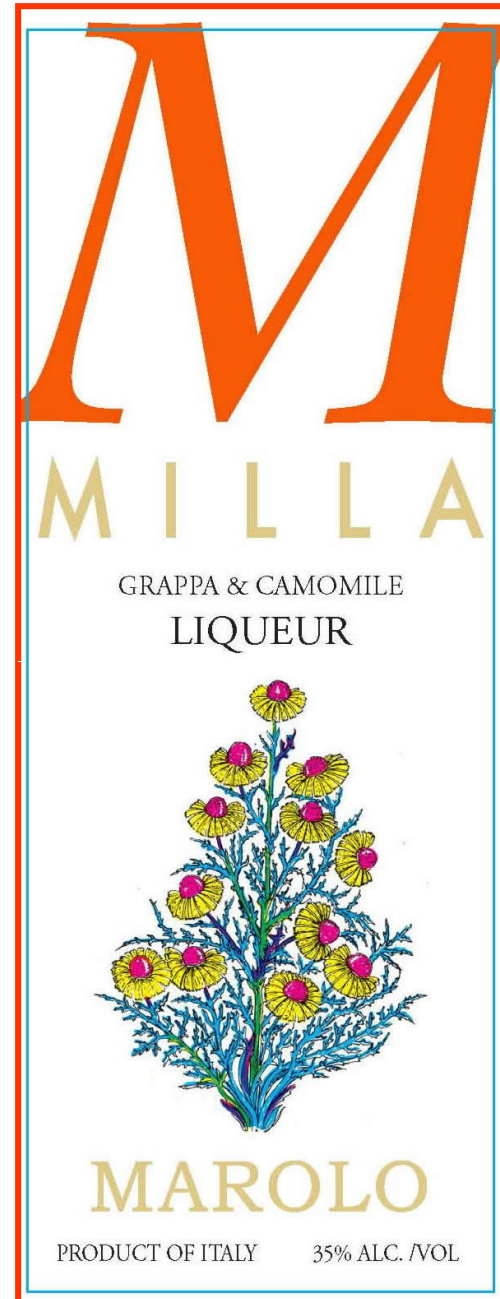
- **An interesting peculiarity: the barrels for aging this grappa come from a producer of **Moscato Passito di Pantelleria** who used them to age his wine and therefore the 5 year old grappa reflects in its taste the sweetness of the Moscato Passito di Pantelleria. (Pantelleria is the tiny volcanic island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

MILLA

GRAPPA & CAMOMILE
[CAMOMMILLA]

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 **Grappa & Camomile** 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:

***M*ILLA**

375ml



Moon: *M*MILLA

375ml

Barolo – 12 years old

MAROLO



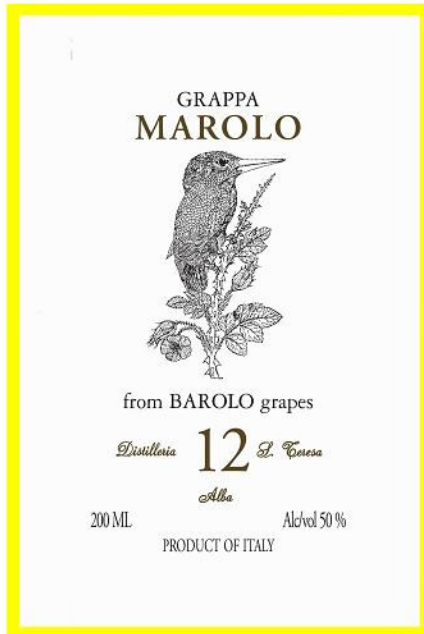
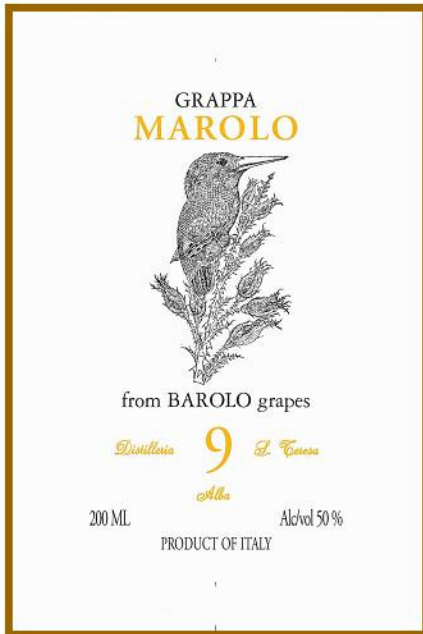
from BAROLO grapes

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

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



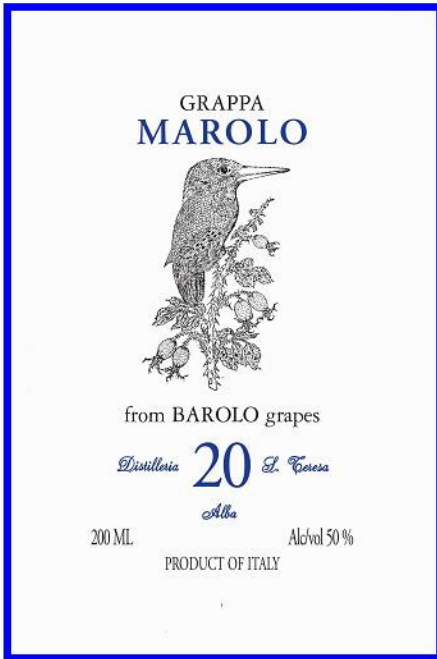
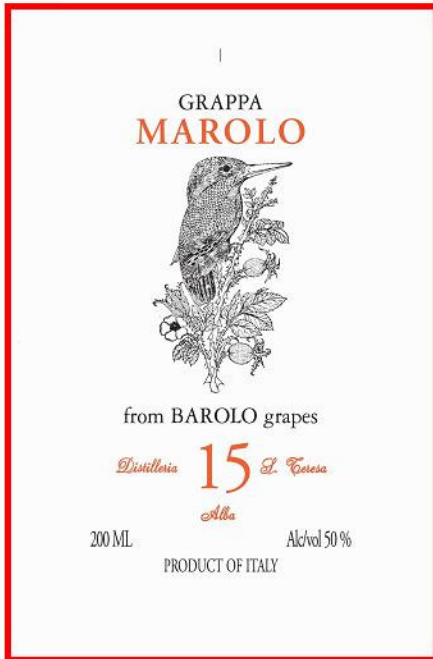
**750 ml -
12 years old**



“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**

BARREL AGING



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



JUN 20 2007

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4) HOW TO TASTE GRAPPA

- Follow these steps, keeping in mind particularly to **use, first, your nose.** Second, **NEVER SWIRL the glass;** third, put **just a touch** of grappa on your tongue; fourth, **swallow it**, [do not swirl it in your palate]; **fifth, never spit**, (you do not want to offend your taste buds).

How to Taste Grappa

- ***Use the Marolo Tasting Placemat.***
- **1-**Get five “tulip” shaped glasses and place them on the placemat.
- **2-**The sequence of flavors is: Brunello, Barolo, Moscato, Moscato “Dopo,” Camomile.
- **3-**It is crucial to familiarize yourself with the AROMA and the TASTE.

GRAPPA MAROLO FLIGHT

2



Aged in French oak barrels for 36-42 months. Very complex, with spicy notes of anise and subtle vanilla.

3



This most closely reflects the varietal characteristics of the grapes from which is made. Rich tropical fruit notes.

4



Made with Moscato grape, is aged 5 years in oak barrels. "DOPO" Italian for "after" (after a meal) has a warm, smooth, velvety and sweet taste.

1



Perhaps the most "traditional" of the five, due to its ethereal and aromatic qualities, as well as a little more bite.

Grappa MAROLO

From Brunello
to Barolo, to
Moscato, to
DOPO and at
the end,

MILLA!

5



MILLA is a liqueur made from camomile blossoms steeped into grappa made from nebbiolo grapes.

IMPORTED BY IBS, MANHASSET, NY

GRAPPA MAROLO



DISTILLED AND BOTTLED BY
DISTILLERIA SANTA TERESA dei F.LLI MAROLO s.r.l.
MUSOTTO D'ALBA (CN - ITALY)
from **BAROLO** grapes
750 ML - PRODUCT OF ITALY - ALC/VOL 42%

Grappa di Barolo

Maestro Grappaio 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 (30% in 600-liter acacia barrels and 70% in 228-liter oak barriques) imparts a lovely straw color, a deeply ample aroma, and enormous full-flavored character balanced

by velvety smoothness.

A Premium Brands Selection
To learn more, visit www.paoloboselli.com



IMPORTED BY IBS, MANHASSET, NY



GRAPPA MAROLO

DISTILLED AND BOTTLED BY
DISTILLERIA SANTA TERESA dei F.LLI MAROLO s.r.l.
MUSOTTO D'ALBA (CN - ITALY)
from **MOSCATO** grapes
750 ML - PRODUCT OF ITALY - ALC/VOL 42%

Grappa di Moscato

Paolo Marolo creates this distinctive grappa from the fresh pomace of Piedmontese 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 fragrance, an 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

grappa genre to new heights of refinement!

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IMPORTED BY IBS, MANHASSET, NY

GRAPPA MAROLO



Dopo
from
MOSCATO
grapes
DISTILLERIA **5** SANTA TERESA
ALBA
750 ML - PRODUCT OF ITALY - ALC/VOL 42%

DOPO "5" from Moscato

Paolo Marolo creates this grappa with MOSCATO grapes, then it is aged for 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. I created this grappa, inspired by the incredible steak houses I visited in America. It is a MAROLO signature to offer a fragrant aromatic MOSCATO grappa aged in wood. 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 this 5 year old grappa reflects in its taste the sweetness of the Moscato Passito di Pantelleria.

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IMPORTED BY IBS, MANHASSET, NY

GRAPPA MAROLO



DISTILLED AND BOTTLED BY
DISTILLERIA SANTA TERESA dei F.LLI MAROLO s.r.l.
MUSOTTO D'ALBA (CN - ITALY)
from SANGIOVESE da
BRUNELLO di MONTALCINO grapes
750 ML - PRODUCT OF ITALY - ALC/VOL 42%

Grappa di Brunello

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.

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How to taste Grappa

Follow these steps, keeping in mind particularly to **use, first, your nose**. Second, **NEVER SWIRL the glass**; third, put **just a touch** of grappa on your tongue; fourth, **swallow it**, [do not swirl it in your mouth-palate]; **fifth, never spit**, (you do not want to offend your taste buds).

IMPORTED BY IBS, MANHASSET, NY



MILLA
LIQUORE



MAROLO
LIQUORE

MILLA

Marolo's meticulously hand-crafted Grappa & Camomile is a liqueur obtained from the infusion of camomile blossoms in grappa made from fresh and carefully selected Piedmontese Nebbiolo grapes. The camomile flowers are picked when fully mature, then dried in the shade, left to steep for 11 months in the grappa and filtered. A time-honored tradition of the Langhe hills - the land of Barolo and Barbaresco - is transported to a new realm of elegance.

A Premium Brands Selection
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How to Taste Grappa

- **4-** Be patient and begin by training your nose, moving the first glass close to your nostrils.

Put your nose gently in the glass and catch the dryness, the “mineral” and “flowery” (iris flower) characteristics of BRUNELLO. Do NOT swirl the glass so that you will not be “offended” by the alcohol.

- **5-** Do NOT taste the grappa yet. Keep examining the aroma. Again treat each type very gently and take time to get acquainted with each aroma.

How to Taste Grappa

- **6-**Move to the second glass, BAROLO, and the vanilla of the wood will become apparent immediately. You have to continue to train your nose and to appreciate the aromatic properties of each scent.
- Now you have **MOSCATO** in front of you: so unique, so exotic, so fruity. **Moscato “Dopo”** will show its intense complexity: fruity, “sweet,” rich.

How to Taste Grappa

- **7-CAMOMILE** will be the next one. If you are familiar with camomile tea, the recognition of this flavor will be very easy, otherwise you will have to practice a little bit.
- **8-Now you have to move with your nose for a second and possibly third round. “Jump” now from one glass to the other and ask yourself, “What is this?”**
You WILL become an expert in a few minutes because you will instantly recognize each aroma and each flavor.

How to Taste Grappa

- **9**-Now you are ready to taste one flavor after the other in the same sequence. Gently sip it [**just a touch of grappa on your lips**], do not swirl it around your palate as you do with wines, **just swallow it.**
- Not only will you avoid offending your taste buds, but you will also appreciate the smoothness and purity of the bouquet-aroma and flavor of these grappas **through a retro-nasal perception.**
- If it is a good grappa, **that taste should last at least thirty seconds.**
- **10**-Now that you are familiar with the aroma and the taste, **get CONFIDENT** and taste each grappa, putting a decent quantity in your mouth.

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1) - How to enjoy Grappa

- Brunello & Moscato:
- ...room temperature in order to appreciate the delicacy of the flavors.
- ...**freezer** temperature and served in “frosted” liqueur glasses to please the “summer consumers.”

2) - How to Enjoy GRAPPA

Any grappa combines very well with chocolate.

Chocolate candies, like the famous Marolo Cuneesi, with chocolate cakes and with pastry or cakes made with cream and - or whipped cream.

The aged Grappas are excellent complements to chocolate soufflé & to seasoned cheeses.

It is a typical after dinner drink,
instead of dessert wines or cognacs.

3) - How to Enjoy GRAPPA

- "A spiked coffee"

Typical tradition of the alpine populations. Adding a splash (a few drops) of grappa in your espresso to add "flavor and warmth."

- "Raset" = rinsing

It is the dripping of a touch of grappa in your empty espresso cup just after you finished drinking your coffee. The grappa dilutes the sugar at the bottom of the cup and its taste blends with the left over of the coffee.

How to enjoy **M****ILLA**

- It can be served: at “**fresh**” temperature and we strongly recommend to enjoy it on **the rocks in a tumbler or from the freezer;**
- with a splash of freshly squeezed **lemon juice or**
- **MILLA** “affogata” in your favorite ice cream and finally
- in your favorite cocktail.

MILLA®

by MAROLO

...the cocktails.



MILLA®

by MAROLO

...the cocktails.



MILLA®

by MAROLO

...the cocktails.



MILLA®

by MAROLO

...the cocktails.



MILLA®

by MAROLO

...the cocktails.



MILLA COCKTAILS

Dim the Lights

1oz Marolo **MILLA**
1oz Koval Rose Hip liqueur
1oz Germain-Robin brandy
dash Fee Bros. aromatic bitters

by **Alan Walter** at **LOA – International House Hotel**
New Orleans, LA 70130 – (221 Camp St.) - 2012

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MILLA Freschissima

2oz Marolo **MILLA**
2 bar spoons foaming sugar
1/2oz frsh lemon juice
prosecco
Shake Milla, foaming sugar and lemon juice with ice, strain into a white wine glass ,
top with prosecco.
Garnish with expressed lemon peel.

by **Kehlen Selph** at **Coppa Osteria**
Houston, TX 77005 – (5210 Morningside Dr.) - 2013

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MILLA Mule

2oz. **MILLA**
1oz. Lime
1/2 bar spoon honey
Stir honey and other ingredients until honey is dissolved. Add ice, shake and strain
into Collins glass. Add fresh ice and top with Fever Tree ginger beer. Garnish w 1/2
lime wedge on skewer.

by **Brian Elder** at **Vino Vino**
Austin, TX 78751 – (4119 Guadalupe Street) - 2013

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The Concept

1.75oz. Marolo **MILLA**
1oz. fresh lemon juice
.75 oz. clover honey
4 fresh cranberries
2 pieces of candied ginger
Add a small scoop of ice. Shake and use dirty ice in rocks glass.
Cranberries and ginger act as garnish.

by **Kerry Quaile** at **Vera Pizzeria**
Buffalo, NY 14222 - (220 Lexington Ave.) - 2013

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MILLA Deeds

1.5oz. Bulleit Rye
.5oz. Marolo **MILLA**
.5oz. Lemon juice
.5oz. Honey Syrup 2:1
Top with DC Brau Citizen Beer.
Garnish with orange peel & thyme.

by **Josh Sullivan** at **Dooby's**
Baltimore, MD 21201 - (802 N. Charles St.) - 2014
www.postprohibition.com

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Champagne Blossom

1 sugar cube
2 dashes of orange bitters
3/4oz. Marolo **MILLA**
Topped off with champagne & orange twist

by **Laura Royer with Heather Buesing**
at **Champagne Bar & at Rose Club**
Plaza Hotel
New York, NY 10019 - (768 5th Avenue) - 2014

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Camomilla

1oz. Plymouth London Dry Gin

1oz. Marolo *M*illa Chamomile Grappa Liqueur

1/2oz. fresh squeezed Meyer lemon juice

1/4oz. fresh squeezed lemon juice

1/4oz. honey syrup (3:1 ratio)

3 dashes Dr. Adam Elmegirab's Dandelion and Burdock b

- 1. Combine ingredients in a shaker tin and shake vigorously with ice for 10 seconds.**
- 2. Double strain (with a hawthorne and a fine mesh strainer) into a chilled coupe glass.**
- 3. Garnish with three small chamomile tea flowers.**

by **Shelley Lindgren** at ***A16 & A16 Rockridge***

San Francisco, CA 94123 (2355 Chestnut St.) &

Oakland, CA 94618 (5356 College Ave.) - 2014

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End Part 5

Marolo Grappa presentation

- 1) **General info about Marolo distillery – (from#1 - to#10)**
- 2) **From the vineyards to the distillery – (11 to # 25)**
- 3) **The Marolo GRAPPAS – (from#26 – to #56)**
- 4) **How to taste grappa, Grappa Marolo – (from#57 – to #66)**
- 5) **How to enjoy Grappa Marolo & *M*ILLA – (from#67–to #79)**
- **6) Merchandising tools – (from#80 – to #85)**
- **7) How grappa is made – (from#86- to #109)**

Sell-Sheet for the standard bottles

GRAPPA DI MAROLO ARTISAN GRAPPA FROM THE PIEDMONT REGION



750ml - \$

375ml - \$

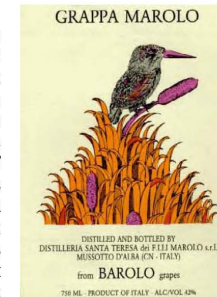
50ml - \$

Grappa di Brunello

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.

Grappa di Barolo

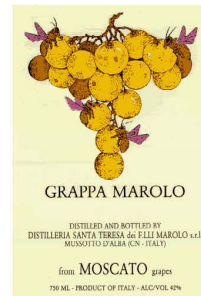
Maestro Grappaiolo Paolo Marolo creates this special blend from grappas distilled from selected fresh Nebbiolo grape pomace of the incomparable wine of Barolo. Aging the grappas 36 to 42 months in wood before blending (30% in 600-liter acacia barrels and 70% in 228-liter oak barriques) imparts a lovely straw color, a deeply ample aroma, and enormous full-flavored character balanced by velvety smoothness.



750ml - \$

375ml - \$

50ml - \$



750ml - \$

375ml - \$

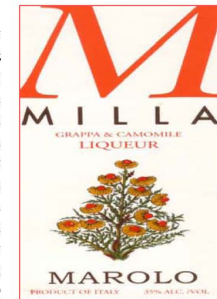
50ml - \$

Grappa di Moscato

Paolo Marolo creates this distinctive grappa from the fresh pomace of Piedmontese 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 fragrance, an 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 grappa genre to new heights of refinement!

MILLA

Marolo's meticulously hand-crafted **Grappa & Camomile** is a liqueur obtained from the infusion of camomile blossoms in grappa made from fresh and carefully selected Piedmontese Nebbiolo grapes. The camomile flowers are picked when fully mature, then dried in the shade and left to steep for 11 months in the grappa. A time-honored tradition of the Langhe hills -- the land of Barolo and Barbaresco -- is transported to a new realm of elegance.



750ml - \$

375ml - \$

50ml - \$

Cases: 12 x 375ml - 6 x 750ml
12 x 50ml

**Sell-Sheet
for the
fancy
bottles**

GRAPPA DI MAROLO

ARTISAN BOTTTLINGS
INDIVIDUALLY HAND-BLOWN

- ALL BOTTLES ARE 375 ML -



Grappa di Barolo "Small Hole"

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 (30% in 600-liter acacia barrels and 70% in 228-liter oak barriques) imparts a lovely straw color, a deeply ample aroma, and enormous full-flavored character balanced by velvety smoothness."



Grappa & Camomile "Large Hole"

Marolo's meticulously hand-crafted Grappa & Camomile 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, then dried in the shade, left to steep for 11 months in the grappa and filtered. A time-honored tradition of the Langhe hills -- the land of Barolo and Barbaresco -- is transported to a new realm of elegance.

Grappa di Barolo "Twist"

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 (30% in 600-liter acacia barrels and 70% in 228-liter oak barriques) imparts a lovely straw color, a deeply ample aroma, and enormous full-flavored character balanced by velvety smoothness."



Grappa & Camomile "Moon"

Marolo's meticulously hand-crafted Grappa & Camomile is a liqueur obtained from the infusion of camomile blossoms in the grappa of carefully selected Nebbiolo grapes. The camomile flowers are picked when fully mature, then dried in the shade, and left to steep for 11 months in the grappa. A time-honored tradition of the Langhe hills - the land of Barolo and Barbaresco - is transported to a new realm of elegance.

ALL BOTTLES:
\$

/375 ML
BOTTLES PER CASE:
BAROLO HOLE: 7 CAMOMILE HOLE: 5
BAROLO TWIST: 6 CAMOMILE MOON: 7
BRUNELLO STILL: 6

Grappa di Brunello "Still" - 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.



IMPORTED BY IBS, MANHASSET, NY

GRAPPA MAROLO



DISTILLED AND BOTTLED BY
DISTILLERIA SANTA TERESA dei F.LLI MAROLO s.r.l.
MUSSOTTO D'ALBA (CN - ITALY)

from SANGIOVESE da
BRUNELLO di MONTALCINO grapes
750 ML - PRODUCT OF ITALY - ALC/VOL 42%

Grappa di Brunello 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.

A Premium Brands Selection
To learn more, visit www.paoloboselli.com



GRAPPA MAROLO



DISTILLED AND BOTTLED BY
DISTILLERIA SANTA TERESA dei F.LLI MAROLO s.r.l.
MUSSOTTO D'ALBA (CN - ITALY)
from **BAROLO** grapes
750 ML - PRODUCT OF ITALY - ALC/VOL 42%

Grappa di Barolo

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 (30% in 600-liter acacia barrels and 70% in 228-liter oak barriques) imparts a lovely straw color, a deeply ample aroma, and enormous full-flavored character balanced

by velvety smoothness.

A Premium Brands Selection
To learn more, visit www.paoloboselli.com



IMPORTED BY IBS, MANHASSET, NY



GRAPPA MAROLO

DISTILLED AND BOTTLED BY
DISTILLERIA SANTA TERESA dei F.LLI MAROLO s.r.l.
MUSSOTTO D'ALBA (CN - ITALY)

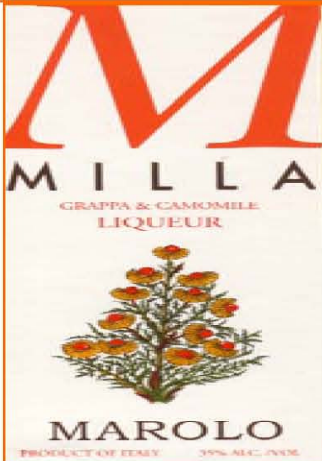
from **MOSCATO** grapes
750 ML - PRODUCT OF ITALY - ALC/VOL 42%

Grappa di Moscato Paolo Marolo creates this special blend from grappas distilled from selected fresh Moscato grape pomace of the incomparable wine of Barolo. Aging the grappas 36 to 42 months in wood before blending (30% in 600-liter acacia barrels and 70% in 228-liter oak barriques) imparts a lovely straw color, a deeply ample aroma, and enormous full-flavored character balanced by velvety smoothness.

refinement!

A Premium Brands Selection
To learn more, visit www.paoloboselli.com

IMPORTED BY IBS, MANHASSET, NY



MILLA

Marolo's meticulously hand-crafted Grappa & Camomile is a liqueur obtained from the infusion of camomile blossoms in grappa made from fresh and carefully selected Piedmontese Nebbiolo grapes. The camomile flowers are picked when fully mature, then dried in the shade, left to steep for 11 months in the grappa and filtered. A time-honored tradition of the Langhe hills - the land of Barolo and Barbaresco - is transported to a new realm of elegance.

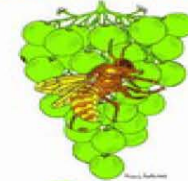
A Premium Brands Selection
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Shelf talkers

IMPORTED BY IBS, MANHASSET, NY

GRAPPA MAROLO



Dopo
from
MOSCATO
grapes

DISTILLERIA **5** SANTA TERESA
ALBA
375 ML - PRODUCT OF ITALY - ALC/VOL 42%

DOPO "5" from Moscato

Paolo Marolo grappa with grapes, then it is aged in French barrels. It is a rich and velvety grappa well after ("dopo") rich meat dishes. Inspired by the signature of the steak house America. It is aromatic MOSCato aged in wood.

peculiarity: the barrels for aging this grappa come from Moscato Passito di Pantelleria who used them to age therefore this 5 year old grappa reflects in its taste the peculiarity of the Moscato Passito di Pantelleria.

A Premium Brands Selection
To learn more, visit www.paoloboselli.com

Small Hole: 375ml of Barolo
Large Hole: 375ml of **MILLA**



MAROLO GRAPPA – FANCY & AGED GRAPPAS

Twist: 375ml of Barolo

Moon: 375ml of **MILLA**



This unit is called "For Four"
4 bottles of 200ml each
9, 12, 15 & 20 year old BAROLO



End Part 6

Marolo Grappa presentation

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Grappa & marc: which is the difference?

- Grappa is obtained through the distillation of **pomace** or by a boiling water process, which implies evaporation of all the volatile components and subsequent condensation of the alcohols with related aromas and flavors.
- Eau-de-vie, including the famous French marc, are obtained with the **distillation** of the *washing waters of the pomace*.

For a good grappa, 3 crucial factors

- **a) Fresh well fermented pomace**
- **b) The utilization of a distilling plant of slow extraction, (they could be called “lazy plants”)**
- **c) Lastly, the “hand” of the master grappa maker, “il maestro grappaiolo”**

Fresh well fermented pomace

- **Fresh well fermented pomace** [time is of the essence], not only, but also softly pressed grapes.
- The pomace, at the moment of distillation, optimally retains between **4-5 degrees of alcohol (8-10 Proof)** for **red grapes** and between **2-4 degrees (4-8 Proof)** for **white grapes**.

Quality of the grapes

- The *mono-variety* pressed grapes are the basic raw material used by the good "grappaioli" (grappa makers).
- MAROLO only distills pomace coming from quality **grapes grown in** vineyards recognized for their **prestigious locations**.
- The red grapes arrive **destemmed**, the *white grapes are destemmed at the distillery*.

The distillation “campaign”

- In order to distill **FRESH** pomace, **time is of the essence.**
- Marolo distillation cycle lasts no more than **90 days**, from mid-September to December 15th.
- The “industrial” producers keep distilling even up to 5 months.



Two distillation methods

- The first, continuous distillation, finds its application in the industrial production of grappa;
- the second, a discontinuous distillation, is used by small distillers.

The “continuous” distillation

- The distiller, in the **continuous distillation** method system, is constantly supplied by pomace.
- *The distillation, in addition, is always made under the same conditions, without the possibility of rapid intervention by the grappa maker. Naturally, the product is a standard one, without personality.*

The “discontinuos” method

- The most commonly used system for the discontinuous distillation is the “**bain-marie**” or “**double boiler**” distillation.
- The distiller is formed by two boilers, one inside the other. The internal one, much smaller than the external, is loaded with pomace with the addition of **water in the ratio of 50%**; this is called “**submerged cotta.**”
- The empty space between the two boilers is filled up with water, which heats up and conveys this same heat to the pomace contained in the small boiler.
- The in between space made of water prevents heat-strokes, a danger in the direct fire distillation.

The slow extraction ...

- The typical characteristic of the discontinuous system is that it allows for a **slow distillation** and a slow and accurate **fractioning** of the boiling liquid. Consequently, the extraction of the aromas is typical of high quality fine spirits.

The “double boiler” = (“bain –marie”)

- It takes **one hour and a half** for the distillation of each “submerged cotta,” while **it takes only 40 minutes to distill a “direct steam cotta,”** which is a method based on distilling pomace discontinuously through a flow of hot steam passing through a many hole perforated spherical container.

“imperfect, but good...”

- The goal of any “grappaiolo” is to **obtain** an **“imperfect” product, but “imperfect to the point of being good!”** Therefore, a good grappa is always born with an alcohol content that varies from 136 to 154 proof (from 68% alc. by vol. to 77%).

A “finer,” but a poorer grappa

- Grappa, according to Italian law, is distilled at a **maximum of 172 proof** (86% alc. by vol.).
- It is a fact that chemically, the pomace distilled at 172 proof has a more rectified alcohol and thus **has less impurities**. This is a finer product, but also a “poorer” product.

A “finer,” but a poorer grappa why?

- The grappa maker who must deal with an inadequately fresh pomace, - often with a “stored” pomace that spoils when exposed to the air - must distill at the maximum allowed level of 172 proof in order **to avoid “bad smelling” grappa.**
- He is not interested in a product that keeps, as much as possible, the original aromas of the grapes, but in a leaner product, **immune from a mold smelling alcoholic liquid.**

The objective of a good distillation

- The objective of a good distillation is to preserve the PERFUMES and to remove the ODORS.
- **Using FRESH pomace and distilling at lower alcohol content will result in a product that expresses PERFUMES.**

With personality...

- Conclusion: two different grappas can be produced at 84 proof, one, distilled at 136 proof, will express **“character” and the identity of the grape variety** from whence the pomace originates, the other one, distilled at 172 proof, will be a **“flat” grappa.**

Dropping of proof content

- The **dropping** of proof content [from 140-142 proof to 84-100 proof] is obtained by diluting the high proof spirit **using distilled water**, preferably from springs. This is the same process applied in all spirits - rum, whiskey, tequila vodka, gin, cognac, etc.

Mastering the temperature of distillation chart #1

- *The slow and cautious fractioning of the ethereal parts of the "heads"* (everything that evaporates at a temperature below 173°F or 78°C) *and of the "tails"* (everything that evaporates at a temperature above 212°F or 100°C) *allows for the distillation and selective elimination of the "heads" and of the "tails;"* *the "heads" at the beginning and the "tails" at the end of each "cotta,"* *resulting in the yielding of*
- *only the "heart,"* the top of finesse and delicacy of the flavor.

Mastering the temperature of distillation chart #2

- It must be remembered that, in order to produce a good distilled spirit, one of the most important conditions is the rational fractioning of the raw material under distillation.
- **At the beginning** of every distillation process, every aerial part that exhales a disagreeable smell must be eliminated, imperatively: **these are the "head" products.**

Mastering the temperature of distillation chart #3

- Subsequently the **"buon gusto"** products - the "good flavor" products - are distilled. This is called the **"heart"** of the distillation (everything that evaporates at a temperature between 173°F and 212°F (78°C & 100°C), and these "good flavor" products are obviously stored separately.

The mastery of the grappa maker

The mastery of the grappa maker is of paramount importance; with his capabilities, especially patience and intelligence, he can make up for possible defects of the distilling apparatus or of the production process as long as he is working with pomace of good quality.

The REAL grappa maker is an ARTISAN!

It is up to his technical knowledge and his "artistic feelings" whether he will succeed in obtaining a high quality product with a fine aroma and flavor.

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Q / A