

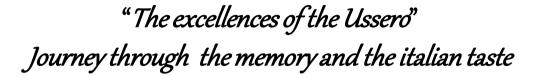


Le eccellenze dell' Ussero

VIAGGIO NELLA MEMORIA E NEL GUSTO ITALIANO







Acknowledgements

For this journey into the memory and taste of Italian excellence, a profound and heartfelt thank you to the Companies and Producers who, with their inspiration, their know-how, their endless quest for Quality and their indefatigable commitment have made the history of 'Made in Italy'.

To Count Agostini Venerosi della Seta,
Agostino and Rosanna,
the greatest thanks goes to them, wise and careful custodians
of a place that has not only welcomed the most illustrious minds of recent
centuries
but which has become a symbol in the history of the city of Pisa.





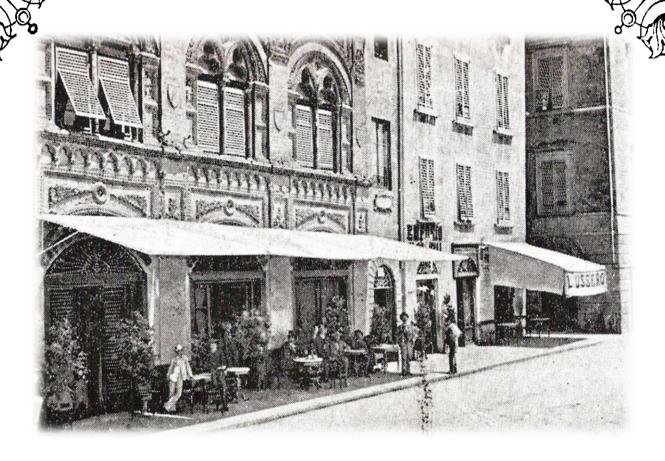


USSARO o USSERO derives from the German 'husar', from the Hungarian 'huszár' and these from the Serbo-Croatian 'gusar', in turn borrowed from the Latin 'cursarius',

which comes from the Greek 'chosários'.

It has been translated into English 'highwayman', into French and American 'scout' from which the managerial term 'scouting' or 'exploration' and into Russian 'ïèðàò' (iedao) or 'idealist'.





The hussars or hussar men were the 'scout' or 'scout' soldiers of the light cavalry in some European and North American armies; originating in Hungary (14th century) they were later adopted by Frederick II's Prussian army in the 17th century and Napoleon introduced them to France, immediately becoming a symbol of the social changes that resulted from the 'exploration' of the 'ideals' of the French Revolution, which was spreading throughout the European populations.

Bringing this name and philosophy back to today's tourist phenomena, where hordes of people move from one point to another of the earth by all means and ways in search of 'virtue and knowledge',

we believe that we propose ourselves, with the places we host and above all with the ways, to an 'explorer' tourist in search of the innermost authenticity, to the tourist who leaves the group to know, understand and dream.



A 'Hussar', a 'tourist explorer',
travels not only with his body but also with his mind;
if we do not put dreams, imagination, emotion, memory in the suitcase, the
journey will be reduced to a simple and cold visual perception
of what passes before our eyes and there is almost no place in the world that
deserves the cost and inconvenience of a journey.

At the time, that name was suited to render services not to mass tourism but to those who wanted to relive the experience of a stay in a place of holiday and culture; "explorer tourists" whose memory Carlo Goldoni handed down and whose beauty contemporaries can still relive.

Caffe, Relais, Osteria and Gourmet dell'Ussero therefore signify places of the explorer tourist.





The Caffè dell' Ussero is housed in one of the most beautiful palazzi overlooking the Pisan lungarni. It is the 15th-century Palazzo Agostini, also known as Palazzo dell' Ussero or Palazzo Rosso, belonging to the family of the Counts and ancient Pisan patricians, the Agostini Venerosi della Seta.

It was founded on 1 September 1775 and is the third oldest café in Italy after the Florian in Venice (1720) and the Greco in Rome (1760).

Between the end of the 18th century and the middle of the 19th century, the café was a workshop of Italian Enlightenment and Risorgimento ideas and the famous expedition of the University battalion to Curtatone and Montanara was organised within its walls.

The adoption of the name is due to the documented presence of French Hussar explorers who lived in an inn inside the building.





The café, like the Palazzo that houses it, over time took on various names and nicknames, so much so that it was renamed 'Caffè delle Stanze', due to the connection on the upper floor with the club of the Regie Stanze Civiche, the city's oldest club, since 1818,

but also as 'Caffè dell'Unione', precisely because it hosted the meetings of the first Italian Congress of Scientists from 1839. In 1899 the first animated images of the Lumière brothers were projected there and in 1905 the first projection of a spoken film.

Since 1959, it has been home to the National Academy of Hussar.

Among the glorious memories of the Risorgimento 'habitués' are those of:

Domenico Guerrazzi, who was suspended from the university for declaiming a report on the Carbonari uprisings here, Giuseppe Montanelli, Giuseppe Giusti, who made himself famous in his 'Memorie di Pisa' of 1841, Giosuè Carducci, Nobel Prize winner for literature, who created a heroicomic poem here, Antonio Tabucchi, who began his famous novel 'Sostiene Pereira' here and still has the memories of its most illustrious frequenters on its walls.



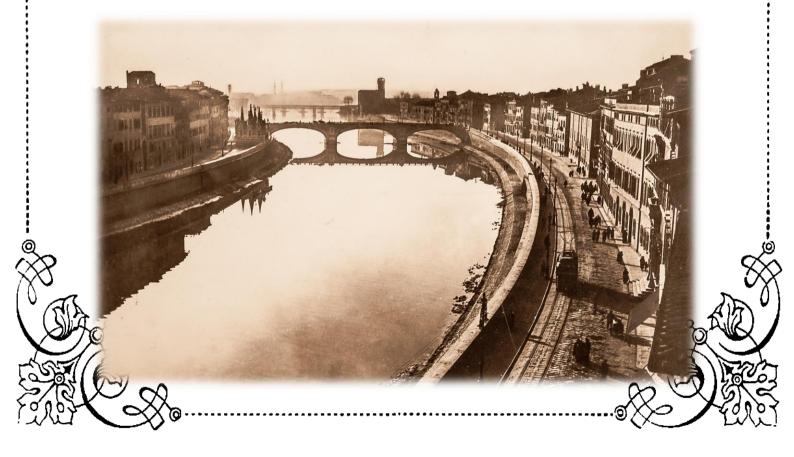


During the Second World War, it was requisitioned by the Allied army - the American forces - in 1944 and reopened as a café-café the following year, under the name 'Usserino', changing its accommodation and moving to adjacent premises. It was not until 1959 that the café returned to its original location after being restored. Today, the Caffè dell' Ussero offers a coffee bar service in that part of the Lungarno Pacinotti that Leopardi, as soon as he arrived in the city of the Tower on 12 November 1827,

defined in these words:

«I like the look of Pisa much better than that of Florence.

This Lung'arno is a spectacle so wide,
so magnificent, so cheerful, so laughing that it enchants.
I have seen nothing like it in Florence, Milan or Rome.
And truly I do not know if in all of Europe
one finds many views of this kind.»





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Roasting:

Slow Italian-style roasting with traditional roaster

Maturation:

7 days maturation in silos

Characteristics:

This full-flavoured blend enhances the smooth and sweet aroma with persistent crema in the cup.







The History - Since 1790

The Bontadi Coffee Roasting Company is unique in Italy both in terms of its historical tradition dating back to 1790, the date of its first registration with the Chamber of Commerce of Trento, at that time the Austro-Hungarian Empire, and in terms of its current articulation: Production Plant, Bontadi Collection Museum, Coffee Academy and Coffee Tasting Shop. Through the history of the Bontadi family, moreover, we follow in watermark that of the technical and social evolution of more than two centuries: 227 years in which coffee has become one of the engines of the world economy and a liturgy that characterises and unites the daily life of many countries.



Time for a coffee

Coffee is an ancient ritual that is repeated even today. It represents a break, but also a moment of gathering and socialising. Very often, while sipping a cup at the bar, one fails to take in how much work and how many people work in the coffee universe: from those who grow it, harvest it, dry it, bag it, store it, transport it from its tropical areas of origin, to the western roasting plants. Here the first magic happens of the transformation of the raw bean into cooked, then the blending between the various single-origins until it arrives on bar counters or in homes. Tribute must be paid to the people who passionately follow the various stages of the production cycle and who ensure that we get a fragrant, creamy espresso in our cup thanks to the two thousand chemicals it contains.



Coffee, which originates from the Kaffa Plateau in southern Ethiopia, is first documented around 800 BC.

Its name is traced back to its region of origin but also to the Arabic etymon 'qahwa'. It was not until 1615 that it was imported by Arab merchants from the Middle East to Venice, from where it then spread throughout the Peninsula..



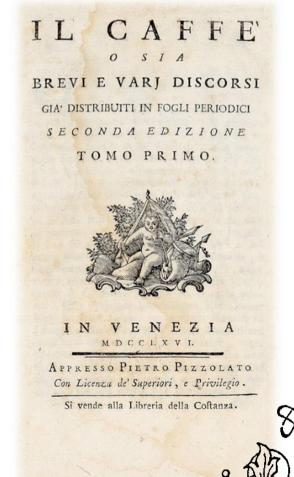
Coffee began to be an integral part of Italian culture after its introduction and spread, from the end of the 16th century to the beginning of the following century.

Among the places that contributed to the spread of coffee were the literary salons that began to spread in Europe in the 18th century during the Enlightenment period. The history of cafés as places of aggregation and cultural promotion inaugurated the figure of the intellectual freed from the demands of the patron of the day. In this changed perspective, physical as well as editorial spaces were inaugurated to welcome new, progressive thoughts, destined to bear fruit in many spheres and to found a new vision of the world.

Pietro and Alessandro Verri in this sense were extraordinary figures who characterised the Enlightenment in Lombardy; to them we owe the foundation of the literary magazine that was called 'Il Caffè' precisely.

Published every ten days, from 1 June 1765 to 20 May 1776, it hosted the exchanges of opinion and intellectual discussions, essentially of an economic and social nature, that took place within an imaginary café run by Demetrio, a caféowner of Greek origin and a man with a lively and open intellect.

In this rapid cultural excursus, which is by no means exhaustive, Goldoni's comedy 'La bottega del caffè', set in Venice but first staged in Mantua in 1750, must not be missing. The story, whose protagonists give life to a microcosm of gamblers, dancers and rich bourgeoisie, unfolds in a piazza overlooked by the shop where the prized drink, to which great health-giving virtues were attributed, was served.



The awakening of mankind

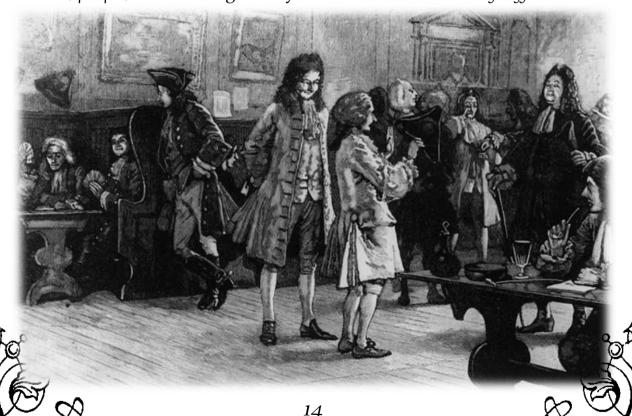
The Enlightenment considered coffee to be capable of 'awakening' people but also the virtues of man.

The café was an open environment that did not require any special requirements to be frequented. Anyone who was willing to pay the price of a drink could enter to be entertained by reading Italian and foreign newspapers or simply to enjoy an amiable conversation. The café therefore offered itself to a very varied public that was able to realise a new form of sociability and was born from the meeting of men belonging to different classes, first and foremost the nascent bourgeoisie.

It was a breeding ground for artists, intellectuals and men of letters who spent hours in the cafés together with others with whom they shared artistic, political, literary or philosophical ideas. We still find evidence of all this ferment in the documents preserved in our glorious historical cafés.

Here then appear, in an ideal geography of culture and taste, the Caffè Florian in Venice, the Pedrocchi in Padua, the Caffè delle Giubbe Rosse in Florence and the Caffè Greco in the capital.

Places, people, ideas held together by the unmistakable aroma of coffee.



Bontadi: the stages od productive development

And it is always following the smell of coffee that we encounter the extraordinary story of the Bontadi family.

In the 1700s, the Bontadi family were large landowners between Brescia and Piacenza, where they carried out their predominantly agricultural activities. In 1790, Carlo Bontadi abandoned the family farming business and moved to Rovereto, where he founded the company that would bear his name. Here, he immediately showed his entrepreneurial skills in the commercial sector, with investments in equipment and logistics within the company. Among the various product categories, Carlo also sells raw coffee. A product that, due to the high price of the raw material, was bought as a precious commodity to be roasted at home in a pan and reserved for exceptional events. It was not until 1850, and Oddone's talent for business, that the commercial network inaugurated by the founder was developed and perfected. He signed the first international import contracts for raw materials, including coffee, aided in this by the development of the railway network in Europe. In 1890, Iperide converted the shop's activities by renouncing the various product categories, giving prevalence to coffee roasting and inserting the first specific, manually operated equipment with a capacity of 5 kg per roast.

At the beginning of the 20th century, at the height of the technical and cultural ferment imposed by the Belle Époque, Leo began to use the first machine with an electric motor with a capacity of 30 kg per roast, giving the company great production solidity. We then come to Remo Bontadi, one of Italy's greatest coffee connoisseurs and connoisseurs who, in 1954, developed and expanded the roasting business, using equipment capable of producing 500 kg of roasted coffee per hour.

Due to a lack of heirs and to keep it anchored in Rovereto and Trentino, in 2004 the historic roasting company was sold by the last member of the Bontadi family, Remo, to Stefano Andreis, a 51-year-old entrepreneur from Rovereto.

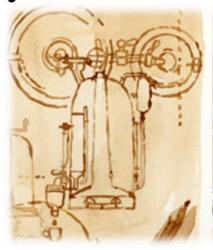
Today, Torrefazione Bontadi is still strongly attached to the traditions and strict protocols to which the raw material is subjected, from cultivation to espresso extraction. The company directly follows the sourcing of raw materials, selecting fazende that ensure the highest standards of harvest reliability over the years and the highest quality over time.

time. Guarantees that respond to the furthest traceability of the raw material, phytosanitary, organic and slow food certifications of the coffees used up to the storage of the raw product, which takes place through the best partners. This production process allows continuous and immediate monitoring of the coffees, which are subjected to controls, tests and analyses in order to allow the best state of preservation at the most appropriate and avant-garde facilities.

The processing phases at the Bontadi roasting plant are subject to specific processes concerning the raw material: each coffee is roasted single-origin to guarantee perfect roasting, allowing the beans to mutate perfectly without being subjected to stress in terms of diversification of the ridges and organoleptic characteristics. The precious raw material is roasted and inert gas is added to ensure maximum preservation of the noble substances of the coffees and finally stored in silos.

The composition of the blends at the end of single-origin roasting and packaging in a protected atmosphere maintain fragrance and aroma even long after packaging. The distribution of the product takes place through the company's internal network, with the company's own vehicles dedicated to the requirements of the food chain protocol, drawn up by the internal HACCP manager. All these elements guarantee regular deliveries within the time agreed with the customers, maintaining the coffee's characteristics intact.

The evolution of coffee processing



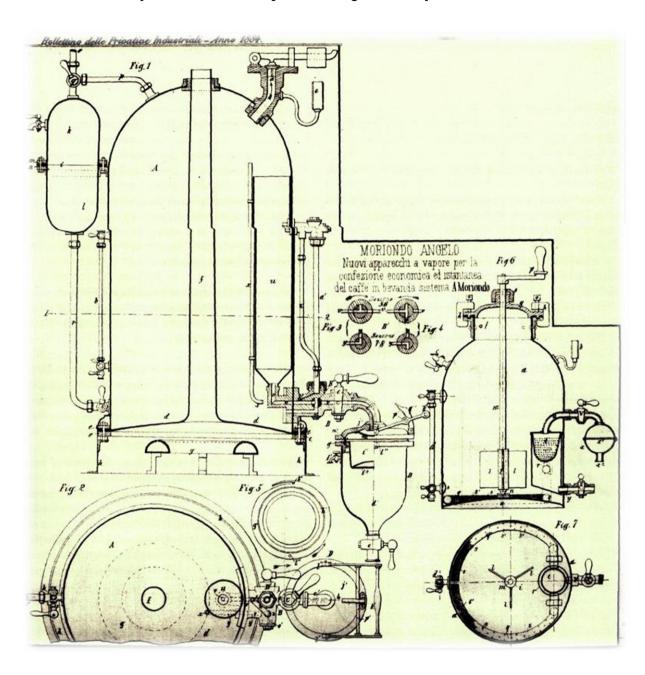




The first coffee machine was designed and marketed in 1885. Called 'column-shaped' due to its elongated, cylindrical shape, it responded to the early need for continuous coffee dispensing in public establishments of the time. It was a complex machine: the main features were the conspicuous extraction units with accentuated handles that, when moved, allowed the drink to be dispensed. The boiler was fuelled by fossil-organic fuel, such as wood or coal. The tapered, cylindrical casing contained the water kettle. The combination of these components succeeded in extracting a liquid that was a far cry from the coffee we are used to today: a cloudy beverage, without cream, dark in colour and with a taste that was highly contaminated by the metal from which the kettle was made and the heat source with which it was heated. This coffee extraction system remained in operation for many years.



First patent (16 May 1884) of the espresso machine



First patent (vol. 33 no. 256) for the production of Espresso Coffee, owned by Mr Angelo Moriondo, dated 16 May 1884 and entitled 'New steam apparatus for the economic and instantaneous brewing of coffee into beverages. System A. Moriondo'.

The Brazilian The second machine patented by Angelo Moriondo



The first real espresso with crema

In 1948, the turning point came with Achille Gaggia who designed and built the 'hydro-compressed lever' machine, giving the world the first real espresso with crema. The enterprising engineer from Veneto had realised that subjecting coffee extraction to 6.5 bar pressure emulsified the compounds, developing the famous crema of espresso.



Place of honour

This technological innovation also triggered a virtuous phenomenon in competing companies such as Faema, Victoria Arduino and Cimbali, who commissioned the best designers of the Italian fashion era to design spectacular-looking coffee machines to counter Gaggia's technological dominance.

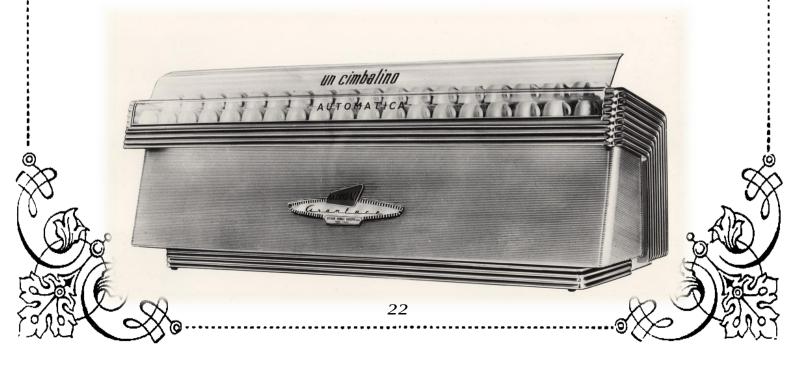
It has to be said, in fact, that at that time the coffee machine occupied pride of place on the counter of bars on the mainland, but also on trains and ocean liners, so much so that it attracted the attention of anyone entering a bar.



«Un cimbalino»

A further evolution was made by Cimbali, which, from its very beginnings, paid particular attention to the female world, which was starting to become more aware of its own social role, not exclusively linked to female activities. In those years, nobody hired women baristas because the use of the lever to extract coffee was considered too heavy by the shop assistants, who had to exert considerable pressure with their arm. Men therefore prevailed in the choice of personnel. In order to solve the problem, La Cimbali put pressure on its engineering staff: after various designs, they realised a large pump which, mounted collaterally to the coffee machine, was able to extract the drink without the help of the lever moved by hand by the operator. This great idea failed to be patented and introduced onto the market due to a number of problems. Cimbali did not only invest in technology but also in marketing, which left its mark on history. The 'made in Italy' mark and the words 'un cimbalino' on the front panel were placed on all models that were also sold abroad. The company's ambitious project was to ensure that customers in places that dispensed coffee would ask for this drink by calling it by the name of the machine.

This fashion, in Lombardy and neighbouring regions, had become customary and it was a source of pride for the company that the most popular drink was requested with the name that led back to their machines.





MILANO - VIA A. LECCHI, 14 - TEL. 31.401 - 32.033

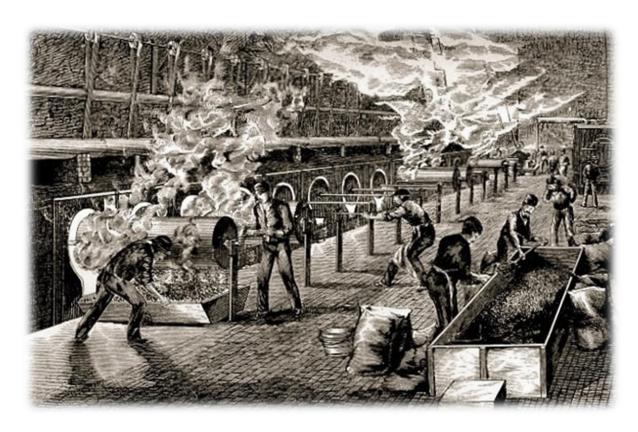




By this time, competition was fierce and a novelty arrived on the market that turned industrial production upside down: Faema of Milan designed, patented and marketed the machine that would change the history of coffee extraction. The Faema E61 was born, 51 revolutionary for two fundamental aspects: the infuser was applied to the machine, which allowed coffee to be dispensed with a simple lever movement, and at the same time a heat exchanger was fitted. This made it possible to benefit from the direct water supply to extract the coffee and no longer from stagnant water in the kettle. These two aspects made it possible to use the machine with a very simple functionality in technological terms and without the fatigue that characterised the previous models; this made it possible to have a beverage uncontaminated by lime and metal residues from the kettle-boiler, leaving for the first time the natural taste of the coffee's essential oils in the cup. The invention left its mark and many competitors suffered such a commercial setback that for many it meant closing down or going out of business. Following the market introduction of the E61, Officine Faema was the undisputed protagonist of a glorious commercial moment: machines with 1, 2, 3, up to 6 brewing groups were developed based on that project. The invention was so innovative that even today 95% of coffee machines run on the principles applied at the time to the Faema E61.

Coffee roasting

Coffee began to be roasted in the early 18th century by housewives who cooked it in frying pans over their home fires. The first specific tool for roasting coffee, called a toaster, was the ball roaster of 1720, which was put directly into the coals to roast the beans. This was followed by the cylindrical roasters, fuelled by coal or wood.



In 1814, large European cities began to be illuminated using gas obtained from the distillation of properly purified coal. It was towards the end of the 19th century that this energy source extended its use to other uses, and soon handoperated toasters became popular,

but powered by gas. This made it possible to have a controlled roasting of coffee, as the heat was controlled by a simple tap and no longer by a fire fuelled by wood or coal, which many times reached uneven temperatures during roasting. This meant that multiple roasts were obtained for the first time, thus achieving continuity in quality and perfect roasting of the beans.

In 1885, in a period that is not by chance called Positivism to emphasise the creative impetus of the time, the great Galileo Ferraris discovered and optimised the rotating magnetic field, giving birth to the electric motor, which was followed by the first roasting machines powered by current, immediately supplanting those still using wood or coal because the spread of gas was still limited and not always available. These first electric roasting machines allowed a considerable daily production of cooked coffee, with numbers worthy of being placed among the great industrial events.

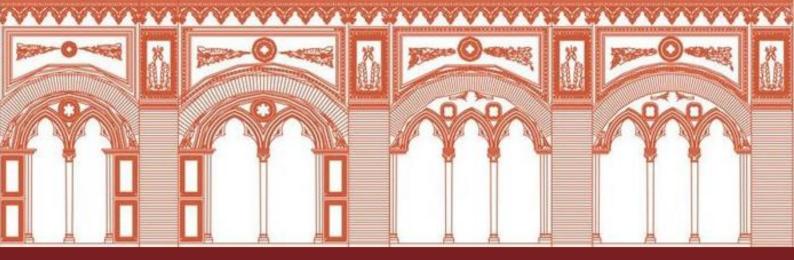
Torrefazione Bontadi: a centuries-old tradition in continuing the history of a company and becoming the interpreter and continuer of a 'company spirit' that has made quality its hallmark in over two hundred years of activity.

The roastery, the coffee museum, the coffee academy, the coffee-tasting cafeteria.

With dedication and commitment at every stage: from cultivation to the finished product.

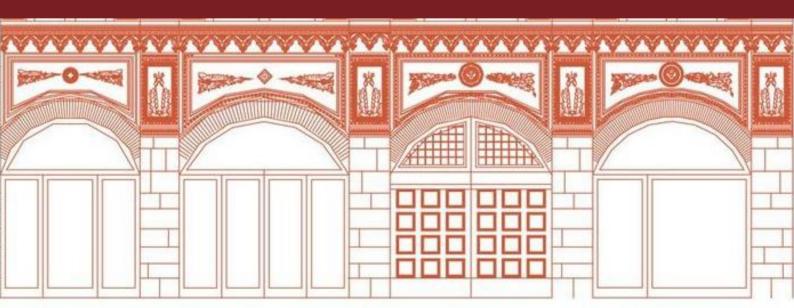
(Text taken from 'BONTADI: Since 1790, a story that continues' by Rocco Cerone)





"Hero of the epic, which I partly sang, partly declaimed, was an Etruscan vase personified, which entered the Hussar and smashed the cups, the gotti, and similar modern buggeratelle."

Giosuè Carducci (First Italian Nobel Prize winner) who, after brilliantly passing an exam, ran to the Ussero to improvise a heroicomic poem





Alajani, Chocolate since 1796



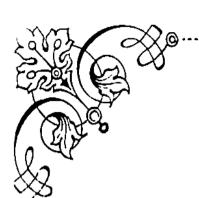
Origin: Bologna (Emilia-Romagna)

Characteristics: "Sweetness is our material".

Majani chooses only the best varieties of cocoa to create its chocolate masterpieces, following all stages of processing,

from the seed to the finished product.

From classic bars, to cremino, to drinkable hot chocolate, a journey through taste and memory, in what was once called 'the food of the gods'.





Il cioccolato dal 1796

1796 — Birth of Majani

The origin of Gusto di Majani is in a small shop in the Bologna that had just been annexed to the Cispadane Republic and occupied by Napoleon's troops. Behind the counter, Teresina Majani, progenitor of the oldest family of chocolatiers in Italy, made the first delicacies of the Antica Casa

1832 — Invention of the Scorza Majani

From the ingenuity and passion for innovation of the Majani family comes the first chocolate in solid form produced in Italy. The 'Scorza', so called because of its resemblance to the bark of a tree, is produced with a specially built machine and becomes a legendary product, still inimitable today.

1867 – A passport to Torino

Giuseppe Majani obtains a valuable passport to go to Turin to buy an innovative steam-powered machine. He will use it both to produce chocolate and the electricity with which to light his workshop and home.

1878 — Official supplier to the Royal Household

After the Unification of Italy, Majani began participating in numerous universal exhibitions, a crossroads for people from all over the world and a stage for global excellence. In 1878, it became the official supplier to the House of Savoy, receiving the honours still present in the current logo.



1911 — Birth of Cremino Fiat Majani

The true wonder of Majani's house was born: the Cremino FIAT, in honour of the luxury object par excellence of the Belle Epoque, the automobile. FIAT held a competition to celebrate the release of the FIAT Tipo 4 model on the market, and Majani with his amazing 4-layer Cremino won it, beating the competition of all the chocolate makers in Turin.

1950 — Dolce vita bolognese

Due to the Second World War, the workshop temporarily returned to its old premises but soon the Caffé Majani in Via Indipendenza, cradle of the culture of good chocolate, became the scene of the 'dolce vita bolognese', hosting artists and celebrities.





Today Majani makes its chocolate masterpieces still following traditional production methods and old recipes handed down from generation to generation. The company's historical expertise is reflected today as in the excellent quality of its products that continue to sweeten the palates of Italians.

The origin of taste from the cocoa bean to chocolate

Majani does not use semi-finished products: the secret of its unique flavour comes from the selection of the best varieties of cocoa beans from different territories, cultivated in 20 different areas of origin. It is their unique aromas that form the complex and harmonious bouquet of Majani chocolate. After drying in the sun, the beans, in jute sacks, arrive at the Majani factory, where the process comprises nine steps.

The first of these is cleaning and storage, which removes all debris and impurities from the cacao beans, after which the beans are stored in silos at a controlled temperature and humidity. This is followed by whole bean roasting, which requires great expertise: it is during this stage that the different and unique aromas that characterise the various recipes are obtained.

Once skilfully roasted, they are crushed into small pieces, taking the name of grain, and at the same time the skin covering them is removed (dehulling).

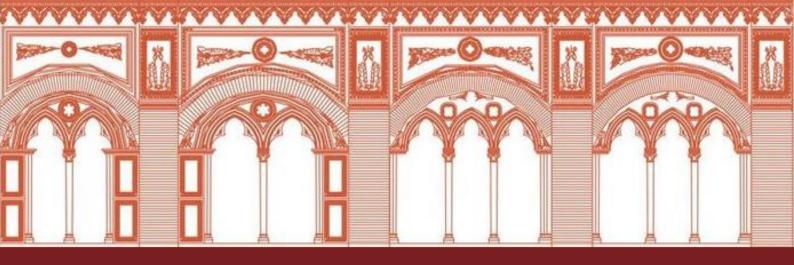
The grinding of the cacao nibs, through the mechanical energy applied, causes the solid particles to liquefy, the cacao butter melts, giving the product a fluid consistency. Cocoa liquor is thus obtained. The necessary ingredients are then added to the cocoa paste according to recipes by blending.

The resulting mixture undergoes the refining stage in which it is finely ground to a fineness of 20 microns and then subjected to conching, in machines known as 'conches' that mix the mixture at a controlled temperature for up to 72 hours.

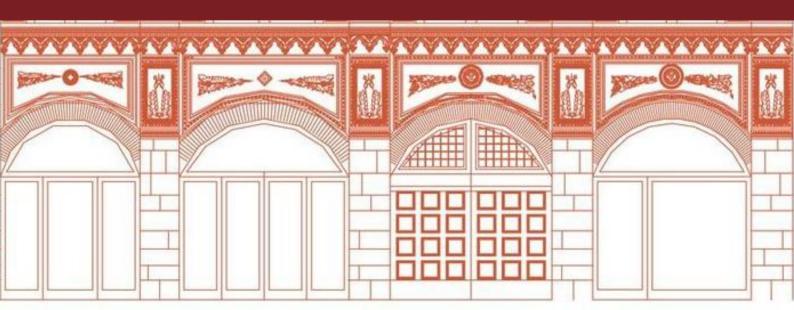


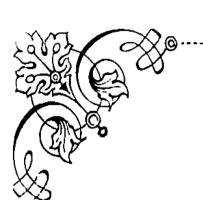
In the tempering stage, the chocolate is first cooled and then heated to different temperatures, depending on the quality of the chocolate, this process is very important for the chocolate molecules to crystallise properly. Finally, moulding in which the tempered chocolate is poured into special moulds in which it can take different shapes (bars, pralines, chocolate eggs. Dedicated lines produce Cremini and Gianduiotti Estrusi.





Well-known personalities from politics, culture and art sat at the tables of the Hussero, from Giuseppe Mazzini to Garibaldi's Giuseppe Cesare Abba and Vittorio Betteloni; from Paolina Leopardi, sister of the Poet to physicist Luigi Puccianti, Enrico Fermi's teacher; from Guglielmo Marconi to John Ruskin, the only one to have described the Ussero sign, depicting a soldier on a prancing horse, then thrown into the Arno by the crowd intolerant of any reference to Austro-Hungarian domination.





Chapter 3

Coccole di te

Ferri since 1905

Origin: Mantova (Veneto)

Distinctive signs:

Innovation, quality and technology elegantly combine the practicality of the hand-sewn biodegradable filter with the quality of the finest whole-leaf raw materials.



Artisans of taste

There is much to learn from nature, and the first and most important thing is that it must be respected and followed in its timing and processes. This is why, wanting to preserve the countless nuances that the land and climate can give the same product over time, Ferri has chosen the simplest and most natural ways, mainly drying: in this way the products retain their original properties as much as possible. It is among the few companies in the sector that process its products directly and independently.

After water, tea, and infusion products in general, are the most popular beverages in the world. They are drinks with multiple properties and boast such a wide range of varieties that they can satisfy the most diverse taste requirements. They are products drunk in every country in the world and in many of them are prepared and consumed in different ways, combined with different ingredients and foods.

A story born more than 100 years ago, which is realised in the company's mission to offer a choice of high quality products that not only have beneficial properties for the body, but are also tasty and pleasant.





Selection and import

The choice of our raw materials is done scrupulously and carefully, this is the fundamental point from which to start to guarantee safe and high-level products.

Mixing and Flavoring

The company experts are always working to test and prepare recipes with classic, flavored teas, fruit infusions and herbal teas which, once defined, are jealously preserved.

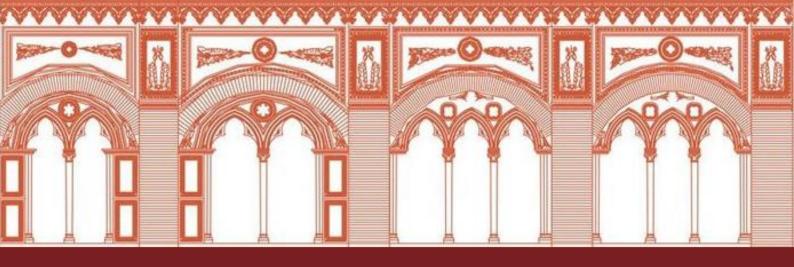
Production

The production takes place in a completely artisanal way, both to guarantee further control and to allow attention to even the smallest details..

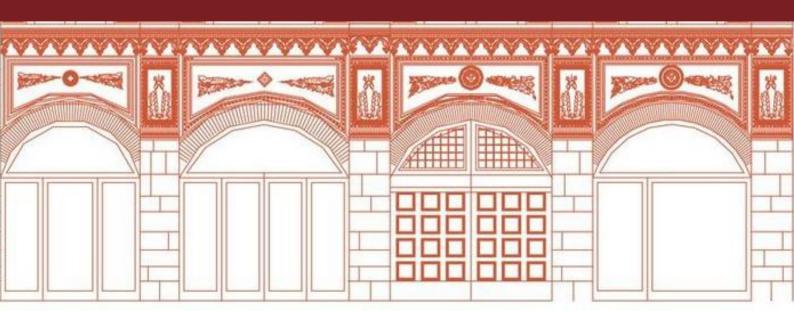
Packaging

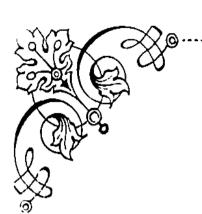
Always cutting-edge materials and technologies to offer optimal packaging solutions for every need. Maximum attention and craftsmanship have distinguished Ferri since 1905.





Over the years, those few tables arranged in the tea room have hosted the Enlightenment scholar Filippo Mazzei, who suggested one of the amendments to the American Constitution "the pursuit of happiness", Charles Didier who wanted to set it there the story of one of the first European best sellers "Chavornay", and then again the futurist Filippo Marinetti, the writers Bino Sanminiatelli, Mario Tobino and Giovanni Spadolini and the future presidents of the Republic Giovanni Gronchi and Carlo Azeglio Ciampi, both former students of the University of Pisa.





Chapter 4





Since: 1858

Origin: Torino (Piemonte)

Ingredients:

Sugar, Glucose Syrup, Almonds, Acidifier: Citric Acid, Concentrated Fruit Juice (Strawberry (0.7%), Black Cherry (0.7%), Orange (0.4%), Pear (0.4%), Blueberry (0.4%), Lemon (0.3%), Apple (0.3%) Flavourings, Mint Essential Oil. Gluten free.









Since: 1858

Origin: Torino (Piemonte)

Ingredients:

Sugar, Glucose-Fructose Syrup, Fruit Juice (Orange, Lemon, Strawberry, Peach, Blueberry, Blackberry, Apple) (22%) From Concentrate, Gelling Agent: Pectin, Acidifier: Citric Acid, Acidity Regulator: Potassium Citrate, Natural flavourings, beetroot red and curcumin colourings, elderberry extract. Gluten free.





A brand with an ancient flavor

The origins of Baratti & Milano predate the unification of Italy: in fact, it was 1858 when the two Canavese confectioners Ferdinando Baratti and Edoardo Milano created an artisan confectionery and pastry workshop based in via Dora Grossa 43 (the current via Garibaldi)., destined to become, over a history spanning more than one hundred and fifty years, one of the most prestigious brands in the local and national confectionery industry.

A brand with an ancient flavor that we have always recognized in the tin boxes, in the classic candies and in the cremini creams that were created in the company's laboratories.



The taste of exclusivity

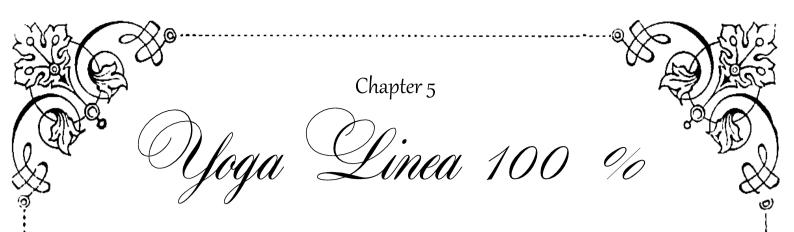
The turning point in the life of the company occurred in 1875, when the headquarters were moved to the newly created Galleria dell'Industria Subalpina located in Piazza Castello, destined to quickly become one of the most exclusive meeting places in the city.



These give Baratti & Milano that important architectural and artistic profile which will be one of the secrets of its success, which also has echoes on a literary level (think of Gozzano's famous poem, Le glutose, whose inspiration comes to the author precisely by observing the customers of the restaurant).

The company achieved great success, so much so that it could soon boast the status of official supplier of the Royal House. The definitive layout of the place, the one that has been preserved up to the present day, was completed between 1909 and 1911 thanks to the renovation and expansion works carried out based on a design by Giulio Casanova and, as regards the interiors, by the sculptor Edoardo Ruby.





Yoga – Since 1946

Origin: Massa Lombarda (Emilia-Romagna)

Characteristics:

The first fruit juice made only with the best harvest in the supply chain at the right level of ripeness, without other added ingredients. The unique sugars are natural fruit sugars, for an authentic and genuine flavour.



The first fruit juice in Italy



The Yoga brand and the history of fruit juices in Italy are closely linked, Massalombarda being the first Italian company dedicated to the production of this product, present on Italian tables since the 1920s.

The first true industrialization of the fruit production process in Italy was born from the work of Adolfo Bonvicini, a far-sighted entrepreneur who, since the early 1900s, built a warehouse for fruit processing adjacent to the Massa Lombarda station and the agricultural land, where Yoga fruit is still grown. His company was the first in Italy to launch a business model capable of combining agriculture, commerce and industry, exporting fruit throughout Europe.

1946 - Birth of Yoga

In the mid-1920s Bonvicini had a refrigeration system built for the preservation of fruit which allowed its processing even in winter and spring. Thus it was that on 11 July 1926 Massalombarda S.A. was born, a company founded with other entrepreneurs and the Fruit Growers Cooperative which dealt with "food industry and trade activities"

Production focused on the creation of jams, jams, quince jams, fruit purees and also the first fruit juice called Be-Vi.

It will then take another 20 years to develop the ideal recipes and thus create the fruit juice par excellence. In 1946, in fact, Massalombarda launched Yoga which immediately became the most recognized brand on the Italian market, truly synonymous with fruit juice.

Since its inception, only Yoga juices are made with fruit selected by its farmer members with care and passion, guaranteeing maximum taste and safety. An entirely Italian story which, for more than 70 years, has been based on the naturalness, authenticity and nutritional goodness of fruit.



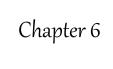
How is a fruit juice made?

Fruit juice is obtained with a mechanical extraction process, and can be produced from healthy, ripe fruit, fresh or preserved in the cold, having the colour, aroma and taste characteristic of the fruit from which it comes. The juice can also be concentrated, called "juice from concentrate" on the packaging, it is obtained by reinserting the water extracted in the concentration phase into the concentrated fruit juice and restoring the aromas lost by the juice, which are recovered at the time of the process.

The added water must have appropriate characteristics, especially from a chemical, microbiological and organoleptic point of view, in order to guarantee the essential qualities of the juice.



Fruit juices, such as those of the 100% Yoga Line, have no added sugars because they contain the same sugars, acids, vitamins and minerals as the original fruit, thanks also to very rapid processing and pasteurization processes.







Carpenè - Malvolti Conegliano Valdobbiadene Prosecco Superiore D.O.C.G. Origin: Treviso (Veneto)

Vine variety: Glera (100%)

Production:

Charmat Method

Sensory notes:

It has a straw yellow color with greenish reflections, with a lively and lively perlage.

The bouquet is floral and fruity with elegant aromas of apple, citrus and vegetal nuances. The flavor has a slim, balanced body, pleasantly savory, fresh and elegant.

Alcohol content: 11% Vol.

Suggested tasting:

Excellent as an aperitif or throughout the meal with appetizers, light first courses, fish

and white meats



Carpenè - Malvolti Conegliano Valdobbiadene Prosecco Superiore D.O.C.G. Origin: Treviso (Veneto)

Vine variety: Glera (100%)

Production:

Charmat Method

Sensory notes:

It has a pale straw yellow color with a refined perlage. The bouquet is fresh, savory and elegant, revealing floral and slightly citrus scents. The taste is dry and austere.

Alcohol content: 11% Vol.

Suggested tasting:

Excellent as an aperitif or to accompany fish and vegetable starters, crudités and seafood and land first courses.





Carpene-Malvolti Conegliano Valdobbiadene Prosecco Superiore D.O.C.G. Origin: Treviso (Veneto)

Vine variety: Glera (100%)

Production:

Charmat Method

Sensory notes:

It has a pale straw yellow color with a creamy and persistent perlage.

The bouquet is rich in fruity, floral and vegetal aromas reminiscent of freshly picked grapes.

The taste is full and persistent with a

fresh hint of acidity.

Alcohol content: 11% Vol.

Suggested tasting:

Excellent as an aperitif, perfect with light dishes of Mediterranean cuisine.



CARPENE MALVOLTI



Antonio Carpenè (1838 - 1902)

Illustrious scientist, chemist, researcher, father of modern oenology, among the first architects of Italian sparkling wine, founder of Carpenè-Malvolti and the first oenological school in Italy, as well as a pioneer in the production of Prosecco. In contact with the most important scientists of the time, he wrote numerous treatises on oenology and patented new technologies for the production of wines, contributing to the development and progress of the entire sparkling wine sector.

1868 — The foundation of the Company

Having abandoned his teaching career, Antonio Carpenè, together with three other members, founded the "Società Enologica Trevigiana" in Conegliano, a sort of entrepreneurial reality created to disseminate new knowledge in the agricultural, chemical and oenological fields, for years professed in agricultural rallies and in traveling chairs. Thanks to the support of my friend and financing partner Cav. Angelo Malvolti, an enlightened precursor of modern agriculture, took over the company a few years later and continued the business as "Stabilimento Vinicolo Trevigiano Carpenè Malvolti".

Supporter of positive sciences, in contact with the greatest scientists of the time - from Köch to Pasteur and Liebig - he began a fervent activity as a journalist which led him to write numerous treatises on oenology, still relevant and used today.

In 1871 he created his first work with the "Theoretical and Practical Summary of Enology" urging farmers to believe in the land, in the quality of its fruit and to invest in the renewal of the rows. From these incitements shouted with passion from the top of a chair or a cart in the town squares, that relationship of trust and esteem was born, which still today binds the current winemakers and the family.

1873 – The debut of Prosecco

Pioneer of Italian sparkling wine, Antonio Carpenè started the production of Prosecco by transforming that local wine, until then produced only by the farmers of Conegliano and Valdobbiadene for their own use and consumption and with homemade and empirical methods, into an internationally renowned wine created for the first time time with scientific methods. It was 1873 when Prosecco made its debut at the Universal Exhibition in Vienna.

1876 – The first Oenological School in Italy

The love for the land, for culture and for wine led Antonio Carpenè and Gian Battista Cerletti to found the first School of Viticulture and Oenology in Italy in Conegliano - established by Royal Decree of Vittorio Emanuele 11 on 9 July 1876 - and still recognized today as one of the most prestigious institutes in Europe.

1880 – Italian Champagne

Antonio Carpen is firmly convinced that a product similar to Champagne can also be produced in Italy, he applies his knowledge to the Prosecco grape (now called Glera) - queen of the Conegliano and Valdobbiadene area in the province of Treviso - and creates his Spumante by marketing it with the name "Italian Champagne" because the term "Prosecco" was introduced only in 1924.

Aware that the "Traditional Method" was not suitable for enhancing the freshness and aromatic characteristics typical of Prosecco, he began to experiment with a new method of producing sparkling wine - the so-called "Carpenè Method" - researching, developing and patenting new technologies and oenological equipment which contributed to the development and progress of the entire sparkling wine sector.



Chapter 7

Castello di Brolio



Barone Ricasoli - Dal 1141 Chianti Classico D.O.C.G. Gran Selezione

Origin: Gaiole in Chianti (Toscana)

Vine variety: Sangiovese (100%).

From the maximum selection of the vineyards adjacent to the Brolio castle itself.

Peculiarities:

Elegant, intense, with great personality.

Tasting notes:

Ruby red color. On the nose it expresses elegance, bringing back ripe red fruit with sweet woody notes. It enters the mouth sweet and soft and then gives way to flavor and sweetness, thanks to a ripe and silky tannin.

Alcohol content: 14,50 % Vol.





Origin: Gaiole in Chianti

(Toscana)

Vine variety: Sangiovese (100%). **Soils:** The vineyards lie on 5 main geological formations: Macigno

del Chianti

(sandstones), Scaglia Toscana (galestro), Monte Morello (alberese), Marine deposits (sandy deposits with clay in depth) and Ancient river terrace (silty deposits with the presence of clay).

Tasting notes:

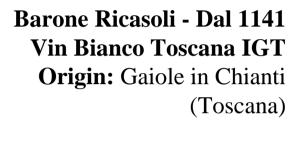
Magnificent wine with great capacity for life in the bottle, rich and complex on the nose, structured on the palate and with great persistence in the mouth.

Alcohol content: 14,50 % Vol.



BROLIO





Vine variety: Trebbiano (100%).

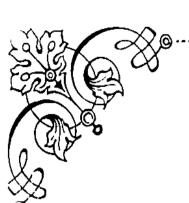
Peculiarities: Generous, enveloping, meditative.

Tasting notes:

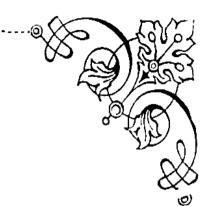
Elegant and intense. Straw yellow in colour, with golden reflections; the nose opens with floral and fruity notes, followed by hints of honey, spices and aromatic herbs. In the mouth it is soft, harmonious and has a strong flavor and acidity that enhance its freshness and pleasantness of drinking until the long finish.

Alcohol content: 13,00 % Vol.











Barone Ricasoli - Dal 1141 Toscana IGT

Origin: Gaiole in Chianti (Toscana)

Vine variety: Chardonnay (100%).

Peculiarities:

Fresh, complex, with intense minerality; of rare elegance obtained from a particularly suitable vineyard. Bottled after nine months of evolution in wood, the wine is complex and to be appreciated even after many years in the bottle.

Tasting notes:

Straw yellow colour, fresh floral scents, elderflower and violet on the nose. In the mouth, the balanced acidity enhances the freshness of this wine and its flavor.

Alcohol content: 13,00 % Vol.





Barone Ricasoli - Dal 1141 Toscana IGT

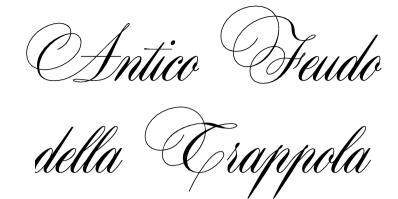
Origin: Gaiole in Chianti (Toscana)

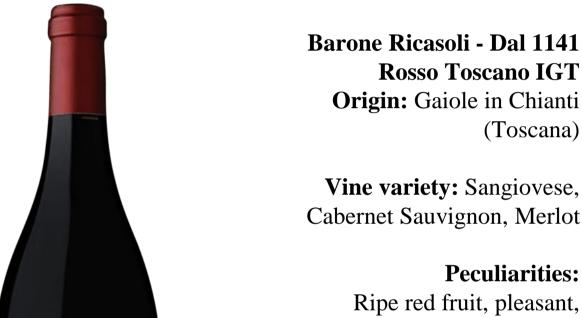
Vine variety: Chardonnay, Malvasia Bianca, Sauvignon Peculiarities: Young, joyful, immediate. With a fresh and fragrant profile: ideal for an aperitif, perfect for everything else. Gives immediate pleasure.

Tasting notes:

Pale color, straw yellow. The nose is delicately floral with notes of elderberry, hints of white peach and grapefruit. The taste is fresh and savory, with balanced acidity and a pleasantly persistent finish.

Alcohol content: 12,50 % Vol.





persistent **Tasting notes:**Intense ruby red color. The

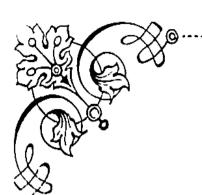
Intense ruby red color. The nose is ethereal with hints of ripe red fruit, spicy notes and tobacco. In the mouth it enters fresh, soft and structured. The finish is pleasantly long and persistent.

Alcohol content: 14,00 % Vol.



RICASOLI

vivino







The birth of Chianti

The Ricasoli family already figures among the noble feudal dignitaries of Charlemagne's Empire. At the beginning of the 13th century the branches of the family began to multiply, and then reunited again between 1700 and 1800. Deployed with their armies in defense of Florence since 1200, generations of Ricasoli nobles have traced the course of history in the background of the Brolio Castle: from the eternal battles with Siena, up to the Unification of Italy. It will be Bettino Ricasoli, the "Iron Baron", who will hold the position of President of the Council of Ministers for two terms in the post-Cavour United Italy.

The history of the Ricasoli family has been linked to wine since 1141: written testimonies dating back to that date attest that the Brolio Castle was already in the possession of the family. After centuries engaged in the defense of the lands and feudal lordships, they were the first to dedicate themselves to the development of agriculture and vineyards, realizing the great potential of the Brolio territory and the family tree, reproduced in a print from 1584, is one of the first images of Chianti.

From the end of the 17th century, interesting documents report the first exports to Amsterdam and England, while at the beginning of the 20th century Brolio wines, now widespread and appreciated, were requested and exported all over the world: from China to Saudi Arabia, from South Africa to Guatemala, from Costa Rica to the British Africa of the time.

But it is thanks to Baron Bettino Ricasoli (1809-1880), an illustrious politician and wine entrepreneur of great foresight, that the formula for Chianti, the current Chianti Classico, was born in 1872.

Contemporary traditions

Famous and known not only in Chianti Classico and in Tuscany, Bettino Ricasoli was therefore the inventor of the modern recipe for Chianti Classico which included the presence of a blend of 70% Sangiovese and a remaining 30% divided into the presence of Canaiolo and Malvasia Bianca.

Today the blend has changed slightly but the basic identity coined almost 150 years ago and which bears the signature of an ancestor of Francesco Ricasoli, current owner and president of Barone Ricasoli, who has led the family business since 1993, remains. precisely the teaching of the Iron Baron to indicate that, like him in his time, we must be able to make traditions contemporary, and therefore know how to interpret and modify them in a dynamic way in order to keep them alive, and today's renewed focus on Sangiovese, like Colledilà, Roncicone and CeniPrimo, it is there to prove it.



At Barone Ricasoli the main focus is on high quality wine and in particular on the most famous grape variety in Tuscany and Italy: Sangiovese.

With 240 hectares of vineyards destined for Chianti Classico, "Barone Ricasoli" is the company with the largest vineyard area in the entire denomination. Always bred in the best conditions in a respectably uncontaminated pedoclimate and graced by temperature variations and the exposure and gentle slopes of the Tuscan hills, the Sangiovese produced in Brolio has a natural brilliance and liveliness that distinguish it right from the start.

Many research works have been carried out in recent years by Francesco Ricasoli and carried out with the help of sector specialists with the vision of operating increasingly in modern and sustainable precision viticulture.

The cellars

The vat cellar is located at the foot of the Brolio Castle, separated from the main body of the company, and is used exclusively for winemaking. The renovation of the ancient cellars was carried out partly following a careful aesthetic and functional recovery of the original 19th century rooms, and partly by seeking a modern and technologically cutting-edge organization of the spaces.

The harvest is carried out separately for each parcel of vineyard; once harvested, the grapes are transported to the cellar in containers with a maximum load of 200 kg and then begin a winemaking process in small steel vats. These choices allow careful control of the fermentation process, as well as keeping the characteristics of each individual vineyard parcel separate.

The experiments linked to the knowledge of the territory led us to the choice of separate vinifications even within the same parcel, depending on the morphological similarities of the subsoil; the structure of the winemaking cellar is designed so that the filling process of the vats occurs by gravity and, consequently, also allows for delicate punching down, such as to obtain the extraction of the most noble substances from the skins.

At the end of the fermentation process, the wines are transferred to oak barrels, tonneaux and barriques in the aging cellars. Frequent laboratory checks accompany Ricasoli wines throughout their evolution up to the long (sometimes very long) refinement in the bottle which takes place in special thermoconditioned rooms, before leaving for the many destinations in the four corners of the world.











Birrificio Menabrea Origin: Biella (Piemonte)

Type: Premium Lager **Alcohol content:** 4,8 % Vol.

Characteristics: Low-fermented light beer, with a typical blonde color and a full-bodied and persistent foam, made with the best raw materials: malt, corn, hops, water.

Profile: Soft and balanced aroma, with a full flavour, round body that goes perfectly with different types of combinations, including shellfish, fish, vegetables and pizza. Perfect at a temperature of 6/8° C.





Birrificio Menabrea Origin: Biella (Piemonte)

Type: Premium Lager Amber **Alcohol content:** 5,0 % Vol.

Characteristics: Amber colored beer with bronze reflections, due to the mixing of dark malts, with persistent cream colored foam.

type, it has a good body, with a delicate and creamy structure.

Sweet on the palate, it has an intense aroma of toasted malt and a dry, well-balanced finish. It goes well with rice-based dishes, white meats and mature cheeses.

Perfect at a temperature of 6/8° C.





Type: Premium Strong Lager **Alcohol content:** 8,0 % Vol.

Characteristics: Low fermented double malt light beer. Golden in colour, it has notable body, structured and rich, and a balanced taste between sweet and bitter.

Profile: Characterized by strong hints of malt and an initial sweetness that is balanced by the final bouquet of intense hops. It goes well with cured meats, red meats and mature cheeses.

Perfect for one temperature of 6/8° C.







Birrificio Menabrea Origin: Biella (Piemonte)

Type: Rossa doppio malto **Alcohol content:** 7,5 % Vol.

Characteristics: Low fermented and double malted, it has abundant and persistent foam, with the unmistakable aroma of toasted malt and cane sugar which gives it its typical red colour.

Profile: Soft balance, tending towards sweet, with a structured body. It goes well with red meats, mature cheeses and cocoa desserts. Perfect for one temperature of 6/8° C.





Birrificio Menabrea Origin: Biella (Piemonte)

Type: Weiss **Alcohol content:** 5,2 % Vol.

Characteristics: Unfiltered, high fermented, made with traditional ingredients which remain in suspension during the production process, giving it its typical veiled appearance.

Profile: Weiss «white, with a straw yellow colour, structured body and dense and abundant foam. Harmonious and fresh balance. It goes well with various dishes, from tempura to pork, fresh cheeses and desserts.

Perfect for one temperature of 6/8° C.

Since 1846 it has been the oldest active brewery in Italy

An absolute record, given by the alchemy of three elements: original beer recipe, quality of raw materials, brewing culture.

Perfect waters from an organoleptic point of view to combine with the "noble hops" of Hallertau in Bavaria, the yeast strain, the malt of Vitry-le-François, in the heart of the Champagne region, selected directly by the Master Brewer. A research carried out with the knowledge and passion of all those who work on the creation of Birra Menabrea.



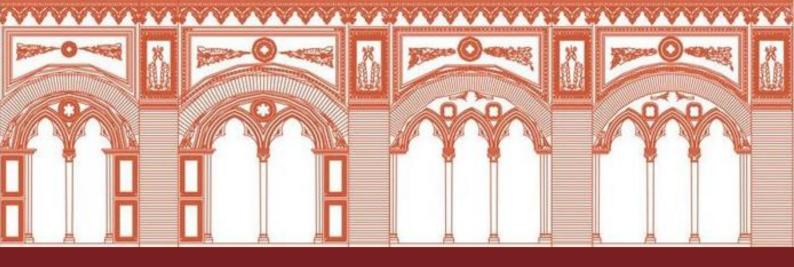
1846 is the date of birth of the establishment when G. Welf of Gressoney and the brothers Antonio and Gian Battista Caraccio, coffee makers in Biella, founded a laboratory to produce beer, with the aim of making the most of the pure waters that flow from the mountains of Oropa, then mainly used by the flourishing wool industry of the area.



1882 proved to be a more than positive year for Menabrea. Production was concentrated on two beers, a blonde pilsner type and a dark münchner type. Above all, the second received approval on the market, also appreciated by the then finance minister Quintino Sella (a true example of a gastronomic ambassador who offered his guests and Roman notables tastings and gifts of products from his native land) who defined it as "exquisite beer, which does honor not only to his factory but also to the Biella area". In the same year Carlo Menabrea received the nomination as Knight of the Order of the Crown of Italy from Umberto 1.

Finally, Menabrea has always been attentive to culture. In addition to creating a small museum inside the factory, he established the "Paolo Thedy Award" scholarship, dedicated to the memory of the fourth descendant of the founder of the brewery, who passed away in 2005. An award to support research on beer in ancient times in Piedmont and in the areas of north-western Italy. He even strongly contributed to the development of Christmas Beer in our country. In fact, the Pombia conference is traditionally the opportunity to taste a preview of Menabrea's Christmas beer.

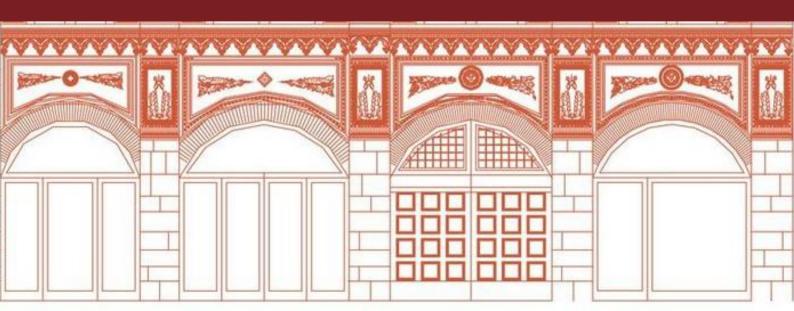
In 1996, on the occasion of the 150th anniversary of activity, the Biella company created a special edition of the bottles, all characterized by the writing "150th Anniversary" on the collar of the bottle.



The building, unique in its kind in western Tuscany, property of the Agostini family since 16 November 1496, represents a notable example of late Gothic architecture of the ancient Maritime Republic;

it is the result of the union of two medieval tower-houses with uniform façades.

It is characterized by singular terracotta decorations, which John Ruskin, one of the main supporters of the diffusion of the Gothic style in the second half of the 19th century, really liked.





Grappa bianca classica



Origin: Bassano del Grappa

(Veneto)

Alcohol content: 50,0 % vol.

Production:

Expert distillation of exclusively destemmed multi-variety pomace with three distillation methods (Boiler, Bain-Marie and Continuous Method).

Profile: With a transparent and crystalline appearance, it has a frank, generous, immediate aromatic profile, with characteristic floral and fruity aromas. The taste is balanced, intense, rounded. Pleasant after a meal, served at room temperature or mixed to create cocktails.







Distillerie Nardini – Dal 1779 Selezione Bortolo Nardini

Origin: Bassano del Grappa

(Veneto)

Alcohol content: 42,0 % vol.

Production:

It was born from the experience of over two centuries in the art of distilling exclusively destemmed multi-varietal pomace.

Profile: With a transparent and crystalline appearance, it has a complex aromatic profile, where floral (rose) and fruity (peachbanana) scents predominate. The taste is soft, elegant, rounded and persistent.

Perfect after the meal, to be served at room temperature.





Distillerie Nardini – Dal 1779 Selezione Bortolo Nardini

Origin: Bassano del Grappa

(Veneto)

Alcohol content: 42,0 % vol.

Production:

Riserva aged for at least 5 years in Slavonian oak barrels.

Profile: With a light appearance with amber tones, it has a complex and enveloping aromatic profile, intense with hints of cocoa, vanilla and cherry. The taste is soft, delicate, harmonious with significant persistence. Perfect in combination with hard cheese aged over 18 months or with 75% cocoa extra dark chocolate.





Origin: Bassano del Grappa

(Veneto)

Alcohol content: 45,0 % vol.

Production:

Riserva aged for at least 7 years in Slavonian oak barrels.

Profile: With a light amber appearance with a warm tone, it has a complex aromatic profile with multiple nuances attributable to spicy and fruity notes with hints of vanilla, morello cherry and berries. With a rich and persistent taste referable to the sensations felt by the perfume.

Perfect to sip at the end of a meal, with dry pastries and sweets.





Distillerie Nardini – Dal 1779 Selezione Bortolo Nardini

Origin: Bassano del Grappa

(Veneto)

Alcohol content: 45,0 % vol.

Production:

Riserva aged for at least 15 years in Slavonian oak barrels.

Profile: With an amber appearance with an intense and warm tone, it has an intense aromatic profile rich in nuances, spicy notes predominate, with evident hints of vanilla, ripe fruit, tobacco and cinnamon. With a rich, intense and highly persistent flavour. The aftertaste reveals the complex nuances of barrel aging. Perfect in combination with cigars or dark chocolate.





Distillerie Nardini – Dal 1779 Selezione Bortolo Nardini

Origine: Bassano del Grappa

(Veneto)

Alcohol content: 45,0 % vol.

Production:

Unique and precious, in a limited edition of 3,240 numbered and certified bottles, where, unlike traditional reserves, the final blend is placed in barrels to age.

Profile: With an amber yellow appearance with warm tones, it has a complex and delicate aromatic profile rich in nuances with evident hints of vanilla and light floral notes.

With a full and refined taste; the aftertaste reveals complex nuances given by the exceptional aging of 22 years.



The first distillery in Italy: Nardini, a 241-year history

Since 1779 Nardini has always been a family-run company, becoming part of the exclusive club of bicentenary family companies "Les Henokiens". A life dedicated to exalting its territory, the cradle of a precious product still today, after more than two centuries. Today it is the 7th generation to carry on the family tradition and spread the culture of an Italian icon in the world: Grappa Nardini.

1739 — Birth of Bortolo Nardini

Son of Bortolo Nardini and Maria Maddalena Giacomuzzi, Bortolo Nardini was born on 25 May 1739 in Segonzano (Tn) in the Cembra valley. In the country with an ancient winemaking tradition, it was a very widespread practice to distill the pomace to obtain a source of income and sustenance. At the time, distillers moved from house to house, with a mobile still, to distill the pomace deriving from the production of wine "for third parties" and Bortolo Nardini, having undertaken this "profession", went as far as Bassano del Grappa.

1779 – First grappa in Italy

Having reached Bassano del Grappa, Bortolo Nardini was the victim of an accident which forced him to stop in the city. During his convalescence, he had the opportunity to get to know Bassano better and to understand its strategic importance as a commercial crossroads between Valsugana and Venice. With a precise vision and the tenacious desire to transform it into reality, he purchased the Osteria al Ponte, today "Grapperia Nardini", to produce grappa with a permanent still and resell it. For the first time it was no longer the distiller, with his mobile still, who went to the farmers to distill but the farmers themselves who gave him the pomace for the production of grappa. Bortolo calls his grappa "Aquavite di pomace", in the Latin manner without the "c", playing on the etymology which sometimes calls it "aqua di vita" and other times "aqua della vine". The first Italian grappa, Grappa Nardini, is born.

1n 1860 - Steam distillation

Between the end of the eighteenth century and the beginning of the nineteenth century, the distillation of Nardini Grappa took place with traditional direct-fire stills and the distillate was preserved in large copper jars which are still on display today in the Grapperia al Ponte. But it was in 1860 that the family introduced a great innovation in the grappa distillation process: the steam still. The adoption of steam allowed the quality of the grappa to be significantly improved compared to direct fire stills, allowing the quality of the pomace to be preserved without burning it. Today it is one of the most used methods in the entire grappa production.

In 1910 - Grappa Riserva

The new generation of Nardini: Bortolo, Orazio, Mario, brings an important innovation: the grappa reserve, "Aged in oak barrels in the manner of cognac". Grappa Nardini Riserva is born.

In 1919 - The double rectification

After the war, the Nardini family introduced another novelty in the distillation process, the double rectification technique, an operation that ensures superior purity to the product because it allows you to work with more precision on the selection of alcohols, improving the quality of the final result .

In 1963 - Vacuum steam distillation

The Nardini family introduces vacuum steam distillation, an innovation aimed at the continuous search for the qualitative perfection of its products. This new technique allows the alcohols to volatilize by subjecting the pomace to lower temperatures, thus allowing the original organoleptic characteristics of the raw material to be kept unaltered and characterizing the Nardini Grappa with its unmistakable floral bouquet.

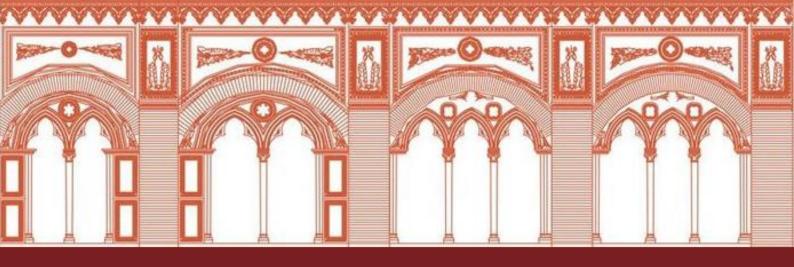
2006 - Inside the mixology

Since the early 2000s, Nardini, guided by its pioneering spirit, has started a collaboration with the best international bartenders to promote the culture of grappa in mixing. A new way of consuming the national distillate, celebrated in 2006 with the first publication of a book containing over 40 grappa-based cocktail recipes: "The Grappa Handbook", written by Marcin Miller.

2019 – The first Single Cask

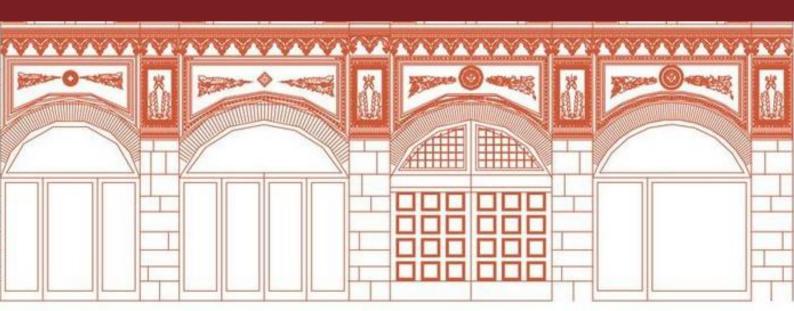
To celebrate the 240 years of the Distillery, the Nardini Family introduces on the market the Grappa Riserva 22 Anni Single Cask Selezione Bortolo Nardini, an important innovation in the world of Nardini grappas: for the first time it is the final product that is dropped into a single barrel and left to mature for 22 years before being bottled and not an aging cuvée assembled after the period in barrel.

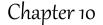




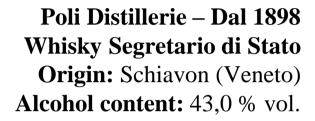
A glorious page written by the 389 young people of the Tuscan University Battalion who were trained in arms inside the café and who fought in Curtatone on 29 May 1848 to build the idea of a new state: Italy.

There were many Pisan students who, as volunteers, left with the University Battalion, distinguishing themselves for their courage and who used to meet at the Caffè dell'Ussero with their professors, on the Lungarno.





UV hisky Tegretario di (



Production:

From pure barley malt, the distillation is artisanal with a discontinuous cycle bain-marie still. Aged 5 years and refined in Amarone barrels.

Profile: With a dark amber appearance, it has a complex aromatic profile with hints of toasted dried fruit, raisins, plums, chocolate and smoked spices. The taste is fruity and spicy, with notes of malt and fresh wood, a persistent, powerful and harmonious finish, a medium smoky aftertaste. To be served neat or with ice.



The birth of Italian whisky

October 15, 2013: what an extraordinary day for us from Schiavon, a small town in the heart of Veneto. Our most illustrious countryman is appointed Secretary of State of the Holy See. "Such an event deserves to be celebrated with a special spirit!" tells me the

Mayor Mirella Cogo. After deep reflection, we decide to throw our heart over Hadrian's Wall. We got to work, studied, chose the most suitable barley, modified our bain-marie still, carried out tests and attempts, conducted numerous tastings and above all waited many years to create a one-of-a-kind product: a pure malt whisky. aged in Amarone barrels: an international spirit, with a Venetian soul, just as we imagine him to be, our Secretary of State.

The alembic still

Poli is a historic company with traditional and innovative systems.

The 12 Knights ancient still completely made of copper, among the rare ones still in existence, composed of 12 discontinuous cycle flowing steam boilers, ideal for the distillation of red grape pomace.

Athanor system with two classic bain-marie boilers installed in 2001, used for the distillation of grapes, fruit and wine.

Crisopea system with two vacuum bain-marie boilers, installed in 2009 after years of research. Used for the distillation of pomace from white grapes, considered the most innovative system in operation today for the production of Grappa.



The story of a family

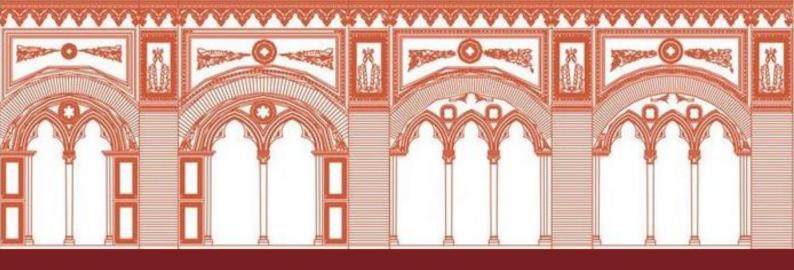
A company is made up of buildings, machinery, equipment but above all of people who know how to give things a soul.

Over the centuries the Poles have been shepherds, hatters, innkeepers and finally distillers. The goods that were produced and marketed have changed: cheese, straw hats, wine, Grappa.

However, the values that have inspired and continue to inspire these activities have never changed: the sense of duty, the sense of social responsibility, the respect for one's customers and for the things that are produced, the honor for one's lineage. And if it is true that the genealogy of a family is based on the male line, it must however be said that the women of the Poli family have always played a leading evolutionary role and it is probably thanks to them that the Poli men have been able to express their productive and commercial skills.

These are the principles that inspire us every day and that bind all the generations that precede us.



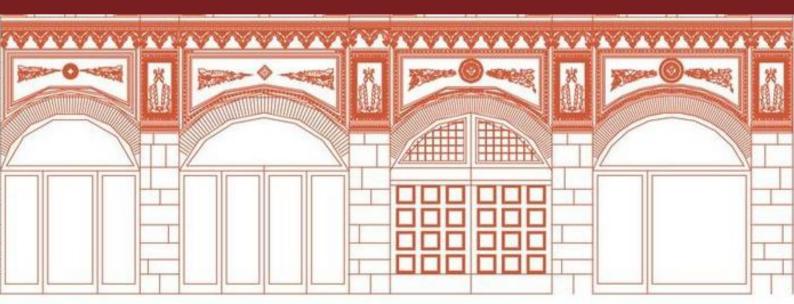


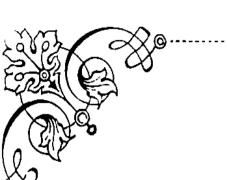
The tradition of "suspended" dates back to the battle of Curtatone (as in the famous Neapolitan and Milanese cafés, or of coffees left paid for by customers).

On December 10th of each year, on the occasion of International Human Rights Day, the practice of "Suspended Coffee".

Even Caffè dell'Ussero had joined the national day, drawing attention to the good Risorgimento practice of "suspended", a

attention to the good Risorgimento practice of "suspended", a small and concrete daily good action. a gesture of solidarity that we hope will spread to other places in the city.





Chapter 11





Origin: Castelrotto (Trentino) **Alcohol content:** 45,0 % vol.

Production:

Made from 24 herbs from the Dolomites, lemons from Lake Garda and elderberry, it has a discontinuous distillation process, double distillation and infusion in copper boilers.

Profile: With a light, colorless appearance, it has an aromatic profile of fresh juniper, mountain herbs and freshly ground pepper. On the palate it develops its fruity aroma together with subtle bitter notes of gentian root; with an aromatic, full and highly persistent aftertaste.

Perfect straight or for mixing in Gin and Tonic.







Origine: Castelrotto (Trentino) **Alcohol content:** 42,0 % vol.

Production:

From 15 herbs from the Dolomites, including galbule and lemons from Lake Garda. It has a discontinuous distillation process, double distillation and a bain-marie in copper boilers.

Profile:

With a light, transparent appearance, it has a decidedly citrus aromatic profile with warm Mediterranean notes. The taste and aftertaste develops light citrus notes which however do not predominate, pleasantly spicy.

Perfect for mixing into Gin Tonic.







ZuPlun Distillerie

Origine: Castelrotto (Trentino) **Alcohol content:** 42,0 % vol.

Production:

From 24 herbs from the Dolomites, including pomegranate with whole seeds, wild fennel and mint. It has a discontinuous distillation process, double distillation and a bain-marie in copper boilers.

Profile: With a light, transparent appearance, it has a spicy aromatic profile, typical gin aromas with fruity and sour notes of pomegranate. The taste and aftertaste develops a harmony between typically grassy tones and the fruity ones of pomegranate. Perfect for mixing into Gin Tonic.

The inspiration

"You don't have to be crazy to distill great liquor, but it helps immensely." Already in a document from the 14th century we find mention of the Plunhof in Siusi allo Sciliar. In the past the company was part of the land holdings of Castle Hauenstein and therefore the property of none other than the poet Oswald von Wolkenstein. But not even his lively imagination could have imagined that here, 1000 meters above the sea, fine spirits and fruit distillates of quality and international fame would be born.



Florian Rabanser is a master distiller who lives at the foot of the Dolomites. In his spirits, in gin in particular, he has summarized all his love for authentic flavours; so about 15 years ago he purchased and restored the Plunhof in a splendid position in Castelrotto and founded a small distillery there. With his feet in his homeland and his head in the world, Rabanser focuses in his spirits on the quality of the excellent products of South Tyrolean fruit growing and viticulture, on the herbs of the nearby Alpe di Siusi and on selected regional ingredients from nearby regions, such as Valpolicella or the Lake Garda.







Dol Gin

Dol Gin is obtained from the botanical essences of the Dolomites and is certainly the most representative of the territory, as it contains, so to speak, the soul of this territory.

The first Gin to be produced in Italy and the first Gin distilled in the Dolomites, it retraces the paths of the numerous legends of witches that roam the Sciliar plateau. This distillate hides the secrets of ancient herbalism, whose ingredients and herbs grow in the Dolomites and Alpe di Siusi — with the exception of the lemon peel from Lake Garda. In addition to juniper and 24 other mountain herbs from the Val di Siusi, infructescences, flowers and roots of the legendary elderberry are also processed. The water used for processing comes from the glaciers of Val Senales. Harsh, sharp, wild and extremely delicate.

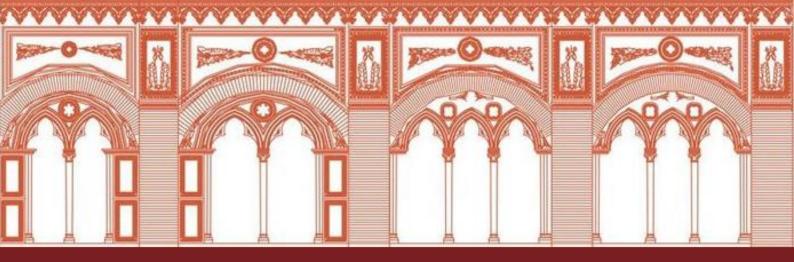
Yellow Gin

More in line with today's taste trends is Yellow Gin, whose juniper aroma is enriched by the scent of lemons from Lake Garda, of which it tells its spirit. A summery and modern Gin grows with herbs and spices from the lake. The citric part comes from the lemon from the "La Garbera" lemon house on Lake Garda. The Gin typology is also characterized by the cypress galbuli which are partially used as a juniper remedy. Summery, simple, fresh.

Grenoir Gin

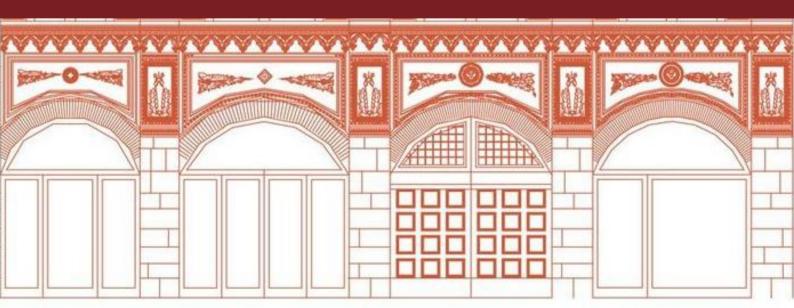
Grenoir is a Mediterranean Gin. The base of this Gin is made up of juniper and lemon accompanied by wild fennel, mint and pomegranate. Grenoir Gin redesigns the characteristics of a real Gin with Mediterranean and fruity notes. The pomegranate gives the product its name.

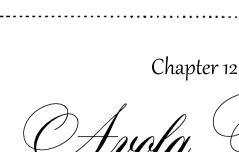




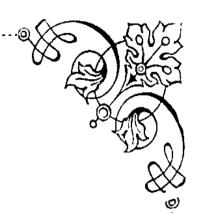
«Someone who drank strong coffee not only does it appear livelier in the mirror, but he also sees his image more vividly."

Honoré de Balzac











Antica tradizione di Sicilia Origin: Avola (Sicilia) Alcohol content: 52,0 % vol.

Production:

White agricultural rum, produced exclusively from sugar cane juice fermented for 4 to 10 days. The distillation takes place in a still in a discontinuous bainmarie system.

Profile:

With a transparent white appearance, it has a complex aromatic profile with strong hints of fresh cut grass and banana.

With a full, soft, intense and persistent flavour.

Ancient Sicilian tradition

Corrado Bellia (for his friends "Ron Currau") has returned to producing Rum in Avola with the "agricultural" system, creating the only sugar cane plantation currently present in Italy, following the techniques described in 1878 by the botanist Giuseppe Bianca.



The cannamela

The history of sugar cane (in dialect "cannamela") is closely intertwined with the thousand-year history of Sicily. The Arabs in 800 AD they introduced the cultivation of the plant and the production techniques of sugar to the island, which represented the first substitute for honey. After the conquest of the Normans, Frederick II of Swabia strengthened the production of sugar, which became the most important and profitable activity of processing agricultural products, so much so that it was defined as "white gold". The production of sugar throughout Sicily was so developed that in the province of Palermo alone in the 14th century there were more than 30 "trappeti" operating where the canes were pressed and the juice was boiled which, through evaporation, produced sugar. The favorable climatic conditions that Sicily has offered to this plant for centuries and which are found in this part of Sicily, where hot summers alternate with mild winters, favor regular growth of the plant and a better quality of the juice from which the Rum. The decline in Sicilian sugar production began in 1600, due to climate changes which, as sources of the time state, significantly reduced the availability of water resources, of which "the plant is very voracious". Within a few decades, cultivation therefore disappeared from the rest of the island, but it remained only in Avola by will of the Marquises Pignatelli Aragona Cortes who continued to produce sugar in their fiefdom.

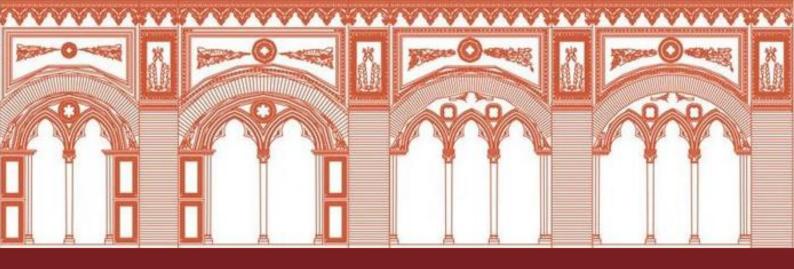
The production

Equally fundamental is the still, of which there are various models: direct fire, bain-marie or steam. Avola Rum is distilled with the discontinuous bain-marie system.

Avola Rum is the first 100% Sicilian rum and stands out from the others as it is 100% agricultural rum, in which molasses is not distilled, but pure cane juice, called vesou, squeezed immediately after harvesting and fermented to transform all the sugar component in alcohol. The use of caramel is prohibited in certified agricultural rums, as it would change both their appearance and taste. For this reason, "white" agricultural rums are transparent and are generally put on the market after three months or so of rest in oak or stainless steel barrels.



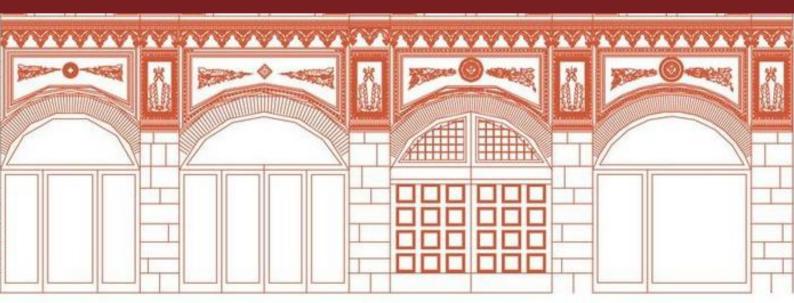
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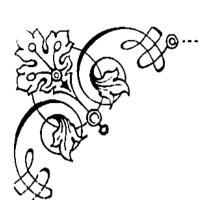


In this café in Pisa, in 1820, the oldest Italian episode of goliardia is documented, described by Ersilio Michel in the Goliardia museum in Bologna:

"a certain Ricci, a student from Livorno, climbed onto a table and read in public a satire in sestinas that mocked the more polite and moderate students; he imagined them forming a monarchical government, with the King giving them Court positions and establishing the chivalric Order of Donkeys.

The following day, Ricci had two hours to leave Pisa, suspended by the University".





Chapter 13

Wha,

The bio vodka

Since: 2013

Origine: Mugello (Toscana) **Alcohol content:** 40,0 % vol.

Production:

The distillation practice is entirely certified organic. It is made using two unique constituent elements: pure water from the Tuscan Apennines and alcohol from organic Tuscan soft wheat.

Profile: When tasted it is slightly scratchy on the palate, never aggressive, long in escaping the taste with notes of fresh pepper and helichrysum, references to flour and green juniper, savory and enveloping: a product of pure Tuscany.



The first Tuscan Vodka

Once again from a land of great agri-food traditions, a product is born that interprets the character, tradition, innovation, strength and elegance of "made in Tuscany".

The aim

VKA is a project that has Tuscany at its centre, its constituent elements its land, its water and its workers. Organic Tuscan wheat and water from the Mugella Apennines are the ingredients that characterize VKA, distinguishing it unequivocally as a product and as a brand. It starts from the philanthropic project of some local entrepreneurs to restore the essence of fertility to the land with the production of excellent raw materials, underlining the centrality of local products.

Futa s.r.l. is the company that has been producing VKA since 2013 and whose commitment is to enhance the Tuscan organic wheat production chain and encourage cooperatives and agricultural entrepreneurs, thus encouraging growing employment in the sector.

The farmer and the land are the points of reference of a project that starts from the quality of Tuscan raw materials and arrives at their evolution, dealing with the international market.

The identity

The choice of the acronym VKA placed vertically on the bottle is the result of this ideology: if the bottle is placed horizontally, the wording Vka represents a system in which the V and the A become symbols of greater and less (><) which indicate the center (-) the earth and the needle of the scales (V). To represent the perfect balance between the earth and its elements.

VKA finds its essence in the caryopsis: the grain seed which is distilled to obtain organic alcohol following a "4 column" process with double effect in continuous vacuum. Filtration occurs through activated carbon and demethylation. The perfect mix is then obtained with the addition of water from Alto Mugello, which characterizes the product unequivocally.

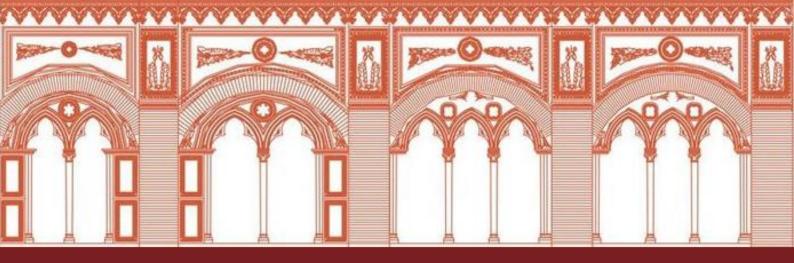
Peculiarities

VKA stands out in the mouth for its clear notes of vanilla and golden apple, for the scent of fresh wheat and medicinal herbs combined with hints of almond, which surprises if drunk at room temperature where the softness on the palate is enhanced.

The organic character of the project is expressed in the choice of "ecological" packaging made with recycled paper, wheat and strictly eco-compatible glues. The bottles are also entirely recyclable, including the cap, which is also made of glass.

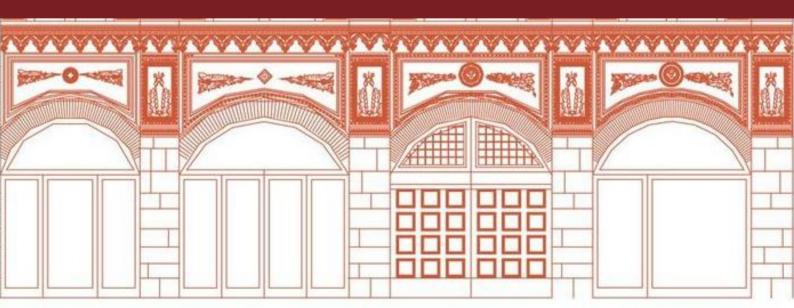
In a short time it received unanimous acclaim in various countries around the world: in Russia, the elegance of the texture was evaluated together with the fearsome and renowned local vodkas recognized for their excellence in a blind comparison which in the end saw the made vodka excel in Tuscany.





A monument to culture, to Italian history and to that of the city of Pisa.

«The Caffè dell'Ussero», for over 200 years...







This book is dedicated to you, Tourists Explorers so that you can travel through history through the taste of Italian excellence collected at the «Caffè dell'Ussero».

Each product,
sole representative of your category in the venue,
was chosen to lead you
in the memory of the most ancient knowledge and flavours
and to the discovery of new sensoriality.



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