



# Grappa

Imported by Francoli USA, Inc.



### *Profile*

The Francoli family traces its Italian heritage back to Campodolcino, a small alpine village close to the Swiss border. Originally started by Luigi Guglielmo in 1875, the Francoli family has been officially distilling grappa for five generations, although the family tradition dates back even further.

### *Objective*

As the number one importer of Italian grappa, Francoli USA hopes to target Italian restaurants and focus on unique spirits, such as three-year-old and five-year-old grappas.

### *Support*

POS materials (table cards, shelf talkers, etc.), price support, and 50% split on samples.

### *Press*

International Review of Spirits - Gold Medal Winner; Exceptional; 92 points  
Alambicco d'Oro - Gold Medal

# Luigi Francoli Grappa



# The Story

The Francoli family claims its origins form Campodolcino, a small alpine village close to the Swiss boarder. Originally started by Luigi Guglielmo in 1875, the Francoli family has been officially distilling grappa for five generations although the family has been involved in distilling grappa even longer.

In 1922, Guglielmo and his brother Severo Francoli decided to move to Ghemme in the Piemonte region in Northern Italy, to establish a specialized Grappa distillery. With Severo having returned to Campodolcino, it was his son Luigi, who in 1948 decided to join his uncle Guglielmo in Ghemme. In 1951, at the age of only 21, Luigi founded his own distillery. His 4 brothers (Franco, Augusto, Giuseppe and Giovanni - all younger) joined Luigi and one by one came to support his dream of founding a prosperous Grappa Distillery. Thus the Fratelli Francoli distillery was born.

It is no surprise, that after being born in the confines of the distillery, Luigi's son, Alessandro, now the president of Distillerie Francoli acquired the same passion for Grappa distillation. For the Francoli family, Grappa distillation is not only an art but also science.

Over time Luigi modified the 'Berti' distillation equipment to obtain a Grappa, which was more suitable to the family. At university Alessandro's thesis was on the techniques of ageing Grappa. As a result, the combination of Luigi's 'art' and Alessandro's 'science', Luigi Francoli Grappa is renowned for being one of the smoothest Grappa's to be produced in Italy. Since 1951, Distillerie Francoli has expanded into one of the most illustrious Grappa distilleries in Italy.

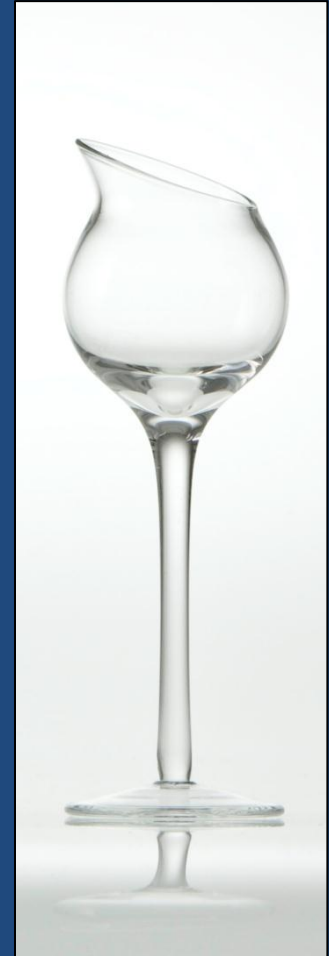
# The Process

*Only the best grapes are used*

The distillation process for all grappas is by traditional steam method followed by a distillation of the tails.

Francoli grappas are initially aged in inert containers (stainless steel) in order to improve the balance between alcohol and acidity.

The stems are removed from the grapes.





# Grappa di Riesling

Made of at least 85% is Riesling grapes, which are a wetter grape and good for making grappa.

Refining period is 8 months in inert containers, and aged for 12 months in barriques.

Color is golden yellow and transparent.

The bouquet is smooth and balanced within it's own structure, and has hints of elderberry, iris and sage.

The Riesling's flavor is supple, well balanced and structured.



# Grappa di Moscato



Moscato grapes are from S. Stefano Belbo and neighboring communities, the most prestigious area of production.

Refining period of 8 months in inert containers , with no aging

The color is crystal clear and transparent.

The bouquet is typically aromatic, intensely full bodied, pleasantly fine and fragrant.

The grappa is mild, pleasantly harmonious, and lingeringly aromatic.

# Grappa di Nebbiolo

Made of at least 85% Nebbiolo, a red grape that adds more flavor.

Refining period is for 3 months in inert containers, 20 days in barriques after aging.

Aging period is for at least five years in oak barrels from Slovenia.

The color is golden yellow, bright and transparent.

The grappa is sweet, smooth and warm with hints of black licorice, vanilla, spices, and cloves.

- \* \* 2003 Gold Medal Winner at the Brussels Spirits Awards.
- \* \* The Nebbiolo grappa has won the gold medal at Italy's grappa concourse for the last three years.
- \* \* One of the top fifteen sellers in Italy.





# LUIGI FRANCOLI GRAPPA



Luigi Francoli  
Grappa de Nebbiolo Piedmont



Imported by Francoli U.S.A.

# Poggio Basso Grappa

Alcoholic content: 40% ALC/VOL

Grape and origin of pomace: Nebbiolo Piemontese (90%),  
Moscato Piemonte (10%)

Distillation process takes place in two stages:

The first (dealcoholization) consists in separating the finer scented and characteristic parts of the alcohol contained in the pomace.

The second stage (rectification), which is carried out slowly, concentrates in a balanced manner, the alcohol's noblest aromas obtained from the first distillation.

Refinement / Aging: The method of refining this distillate consists in placing it for a period of six months in stainless steel tanks, which will ensure neutrality and the preservation of its original qualities.





**POGGIO BASSO**  
**GRAPPA**

Beverage Tasting Institute's  
*Silver Medal Winner*  
Best Value Grappa under \$20



FRANCOLI USA

# Traditional Grappa Uses

Grappa pairs well with chocolate, dried fruit, apples, pears, honey and fennel.

Use grappa to make chocolate truffles or other desserts such as a pear cake with grappa sauce or grappa semifreddo with espresso sauce.



Cafe corretto is coffee with a shot of grappa and grappa is an after dinner drink.

# Drink Recipes



## Grappadora

1 oz Luigi Francoli Grappa

.5 oz amaretto

1 oz apple juice

6 basil leaves

1 tsp. honey

Shake and strain , pour in a martini glass  
and garnish with a honey swirl.

## Toast Drink

.75 oz Luigi Francoli Grappa

.75 oz dry vermouth

.75 oz cherry brandy

.5 oz sambuca nera

2 ozs cherry juice

Shake and strain and pour into a martini  
glass.