





# GIAROLA<sup>®</sup>

— CASA FONDATA NEL 1918 —

*Tradition and Innovation*

*Wine and Spirit*



# GIAROLA

BACK IN 1910, AT THE TIME WHEN SAINT LUCY USED TO LEAVE OUT A DISH OF DRIED CHESTNUTS, , A FEW DATES AND A TANGERINE, WHEN SCHOOL PUPILS WALKED TO SCHOOL IN CLOGS AND THE SCHOOL BUS WAS A FAR-OFF DREAM, IN A RENOWNED GROCERY SHOP IN PIAZZA BORGO IN PIACENZA, A YOUNG NATIVE OF MONTICELLI D'ONGINA, WAS A JACK-OF-ALL-TRADES, HIS NAME WAS

*Abele Giarola*





## FROM GROCER TO FACTORY OWNER

### *Distant origins...*

“ONLY WHEN A MAN’S CRAFT IS GUIDED BY SERIOUS INTENT CAN IT BE TRANSFORMED INTO SOLID FACTS AND MORAL ACTIONS THAT HAVE A POSITIVE INFLUENCE ON EVERYDAY LIFE”

*A. Giarola*

IN THOSE DAYS, A GROCER USED TO TEACH YOUNG APPRENTICES; THOSE THAT SHOWED CHARACTER AND APTITUDE FOR THE TRADE WERE IMMEDIATELY REWARDED WITH SOLID PRACTICAL TRAINING. THE YOUTH IN QUESTION POSSESSED THOSE SKILLS WHICH IN DUE COURSE WOULD BE ENRICHED BY A KEEN SPIRIT OF COURAGE AND ENTERPRISE. THE EXPERT GROCER INTUITIVELY TAUGHT HIM BASIC NOTIONS OF PRODUCING AND BUSINESS. THUS, NINE YEARS LATER, ABELE GIAROLA ACQUIRED HIS PERSONAL LICENCE TO TRANSITION AROMATIZED WINES AND LIQUORS USING THE COLD METHOD WITH PERMISSION TO OPEN A SMALL FACTORY.







## TRADITION AND INNOVATION

# *A perfect combination*

MANY THINGS HAVE HAPPENED SINCE THAT DISTANT 3 OCTOBER 1919: FROM THE PURCHASE OF THE FIRST AGEING CASKS TO THE FACTORY OPENING; NUMEROUS **AWARDS AND RECOGNITIONS GAINED**.

THE EXCELLENT **GRAN CREMOVO ETICHETTA NERA (BLACK LABEL)** AWARDED **4 GOLD MEDALS**: LIVORNO EXHIBITION, 1923; 2<sup>ND</sup> EXHIBITION - FIUME, 1926; 5<sup>TH</sup> TRADE FAIR AND INTERNATIONAL SHOW OF TRIPOLI, 1930; TRADE FAIR OF PADOVA, 1932; AS WELL AS PARTICIPATING IN THE MILAN FAIRS IN 1924 AND BOLZANO IN 1929. WE HAVE DEDICATED DECADES OF EFFORT AND PROFESSIONALISM TO THE CREATION OF CUTTING-EDGE PRODUCTS REACHING EXCELLENT LEVELS OF QUALITY.

WE HAVE THE BEST RAW MATERIALS AND WE PREPARE THE INFUSIONS ACCORDING TO

ANCIENT RECIPES: UNCHANGED FLAVOURS OF NATURE, CALCULATING DOSAGES, STUDYING AROMAS AND ESSENCES ARE STILL THE FUNDAMENTALS OF THE PRODUCTION. AS WELL AS THIS, **MODERN RESEARCH INTO METHODS AND CONTINUOUS INNOVATION** TO CREATE AN **EVER GROWING VARIETY OF AROMATIZED WINES AND LIQUORS** AND GREAT **PRODUCTION FLEXIBILITY**, CHARACTERIZED BY A LARGE NUMBER OF BRAND PRODUCTS, CREATED AND DRESSED ACCORDING TO THE ORGANOLEPTIC TRAITS AND THE IMAGE AND PRESENTATION NEEDS OF THE FINAL CUSTOMER. THE **VARIETY OF BOTTLE SHAPES**, A REMARKABLE PRODUCTION, MODERN EQUIPMENT AND A **SOLID BUSINESS AND DISTRIBUTION NETWORK**, ALLOW US TO APPROACH **NATIONAL AND INTERNATIONAL MARKETS, FROM LARGE RETAILERS TO SMALL SHOPS**.

## WIDE VARIETY OF PRODUCTS

### *Our selection.*

#### **GRAN CREMOVO ETICHETTA NERA (BLACK LABEL)**

MADE ACCORDING TO THE ORIGINAL RECIPE OF 1918, BASED ON “**MARSALA FINE D.O.C.**”, AROMATIZED WITH THE NATURAL SUBSTANCE OF EGG-YOLK.

#### **MARSALA AND VERMOUTH**

MARSALA FINE D.O.C. DISTRIBUTED WITH OUR BRAND.

RED AND WHITE **VERMOUTH**, CLASSICS, **DRY VERMOUTH** AND **VERMOUTH CHINATO**.

#### **GRAPPAS**

THE SELECTION OF **VILLA DELLA ROVERE** GRAPPAS, OBTAINED FROM THE GENUINE AND EXCLUSIVE DISTILLATION OF GRAPES COMING FROM HIGH-QUALITY VINEYARDS.

#### **LIQUEURS**

“**FRAGOLINO**,” A CLASSICAL NATURALLY SWEET LIQUEUR MADE WITH WILD STRAWBERRIES.

**LIQUORICE**, STILL PRODUCED FOLLOWING THE ORIGINALS RECIPE USING PURE CALABRIAN LIQUORICE.

“**LIMONCINO**,” AN INTENSE INFUSION OF FRESH BIOLOGICAL SICILIAN LEMON PEEL LEFT TO SLOWLY REST AND BLEND WITH PURE ALCOOL.

“**AMARETTO DELLA NONNA**,”  
(**GRANDMOTHER’S MACARON LIQUEUR**)

AN EXQUISITELY ORIGINAL LIQUEUR, MADE FOLLOWING AN ORIGINAL HOME-MADE RECIPE USING ALMONDS.

“**GIÀ CAFFE**,” AN AUTHENTIC INFUSION OF BLENDED COFFEE, IDEAL ON ICE CREAM AND AS AN AFTER-DINNER DRINK.

#### **BITTERS**

“**BARGNOLINO**,” A TYPICAL DRINK FEATURING THE TASTE AND QUALITY OF THE REGION OF EMILIA.

“**AMARO CLASSICO**,” SOFT AND DELICATE.

“**ELIXIR DI NOCINO RISERVA**,” (WALNUT) AGED 36 MONTHS IN OAK CASKS, A TYPICAL EMILIAN LIQUEUR TO BE SERVED AFTER MEALS.

“**AMARO MONTE PENICE**,” A GENUINE INFUSION OF 13 AROMATICS HERBS.

#### **CREAMS**

FROM THE MOST CLASSICAL LIQUEURS CREAM SUCH AS **COFFEE** AND **STRAWBERRYS** TO MOST ORIGINAL SUCH AS **MINT**, **SAMBUCO** AND **MELON**.

#### **RUM, GIN E VODKA**

**WE IMPORT** AND **AGE** THESE IMPORTANT DISTILLED DRINKS WHICH ARE HIGHLY APPRECIATED BY BARTENDERS, CHEFS AND PASTRY-MAKERS.

#### **PRODUCTS FOR PASTRIES**

DIPS OF **30% VOL.** AND SPIRITS OF **70% VOL.**

#### **FRUITS IN ALCOHOL**

**CHERRIES**, **RAISINS IN GRAPPA** AND **PEARS**, **PLUMS** AND **APRICOTS IN BRANDY**.

#### **SYRUPS**

A VAST RANGE DERIVED FROM FRUIT JUICE, FROM CLASSICS LIKE **BLACK CHERRY**, **LEMON** AND **MINT**, TO EXOTIC LIKE **PAPAYA** AND **MANGO**.

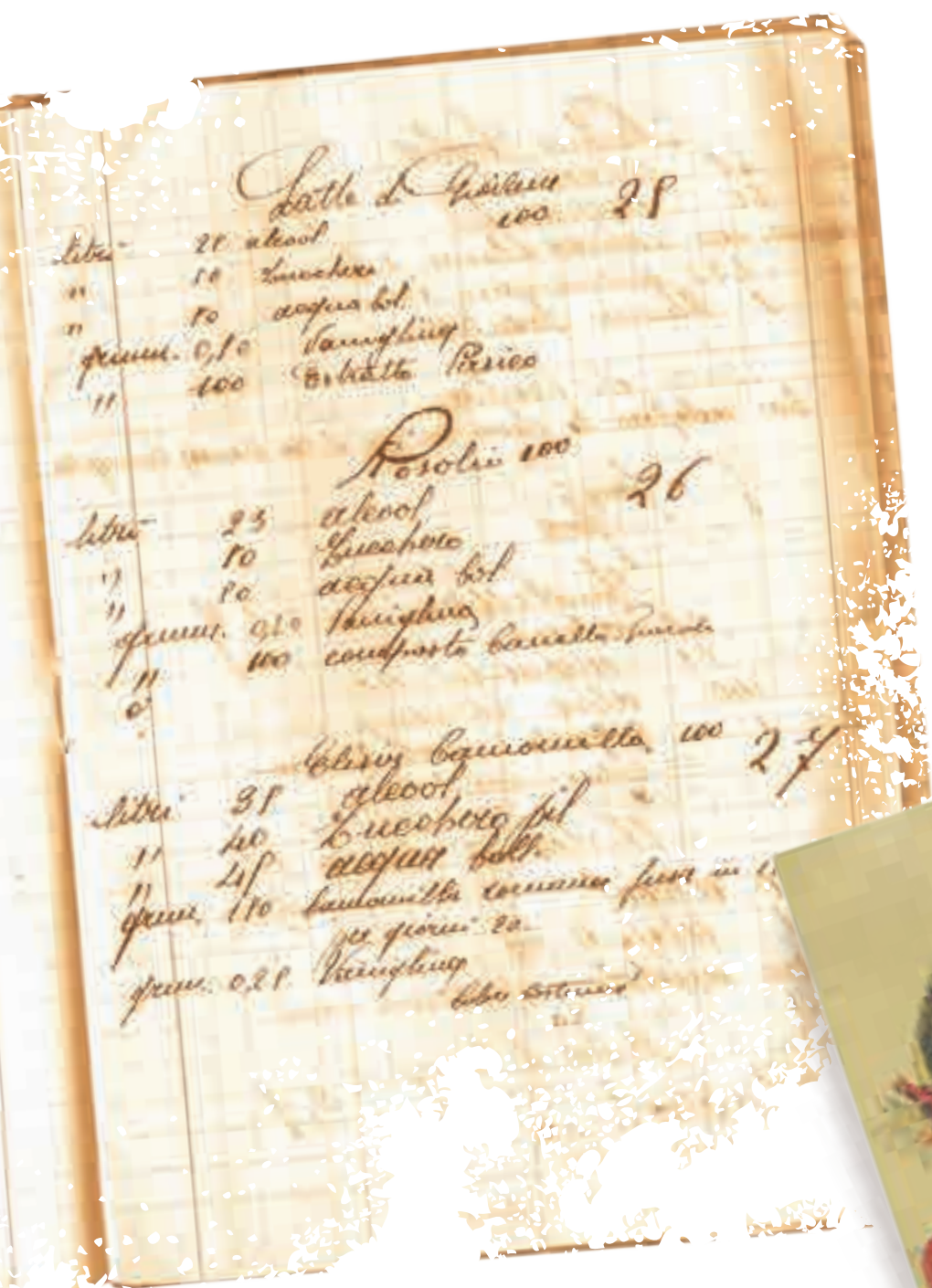




## THE BIG EVOLUTION

# Development

BUSINESS SKILL, REFINED TASTES, A SENSE OF TIMING AND DILIGENCE WERE GIFTS LOVINGLY HANDED DOWN TO THE SONS ARRIGO AND GASTONE, BESIDES A PAINSTAKING COLLECTION OF EXQUISITELY GENUINE HOME-MADE RECIPES.



## Year 1918

**GIAROLA MARSALA** IS CREATED, FRUIT OF PASSION AND LOVE FOR TRASURED WINES AND PRECIOUS NATURAL SUBSTANCES.

## Year 1919

THE BUSINESS COMPANY WITH THE FIRST DEPOSIT FOR ALCOHOL AND DRINKS WAS ESTABLISHED ON **3 OCTOBER**, WITH PRODUCTION OF **OVO MARSALA**.

## Years 1923

FROM OVO MARSALA WE CREATED **GRAN CREMOVO ETICHETTA NERA (BLACK LABEL)**, ESTABLISHES ITS FAME AND SUCCESSFULLY PARTECIPATES IN TRADE FAIRS WINNING **4 GOLD MEDALS**, WHICH REMAINS TO THIS DAY THE COMPANY FLAGSHIP.





## *Anno 1945*

AFTER THE END OF THE SECOND WORLD WAR PRODUCTION, BLOOM AGAIN AND GROWS WITH **VERMOUTHS** AND A SERIES OF BITTERS, AMONG WHICH THE PRESTIGIOUS **"AMARO MONTE PENICE"**.

## *Year 1950*

THE COMPANY PASSES INTO THE HANDS OF THE SONS, ARRIGO E GASTONE, AND EXPANDS TO INCLUDE IMPORTATION OF **PORTS, RUMS, WHISKIES** AND **COGNACS**. WE ARE ONE OF THE FIRST CERTIFICATED COMPANIES TO ADOPT THE USE OF STAINLESS STEEL DRUMS.

## *Years 1960-70*

PRODUCTION CAPACITY INCREASES WITH A RANGE OF OVER 100 PRODUCTS TO ACCOMPANY TRADITIONAL ONES, ACHIEVING AN AVERAGE DAILY PRODUCTION OF THIRTEEN THOUSAND BOTTLES OF **LIQUEURS, ACQUAVITES, FRUITS IN ALCOHOL AND SYRUPS**.



## And today...

WE SELECT TOP QUALITY RAW MATERIALS AND PREPARE INFUSIONS FOLLOWING TRADITIONAL QUALITY RECIPES. GENUINE NATURAL FLAVOURS, CAREFUL CHOICE OF QUANTITIES IN BLENDING AROMAS AND ESSENCES, THESE ARE ALL THE HALLMARKS OF OUR WHOLE PRODUCTION. WITH GRAN CREMOVO BLACK LABEL, THE COMPANY MOVED INTO THE FOOD AND CATERING MARKET; SUCH PRODUCTS ARE USED TO ADD A TOUCH OF FLAVOUR AND DELICACY TO DISHES, DESSERTS AND ICE CREAMS OF ALL TYPES.



## Major Events

### IN ITALY

- GIAROLA TAKES PART IN MAIN REGIONAL EVENTS LIKE **CIBUS** AND **VINITALY**.



### WORLDWIDE

- GIAROLA TAKES PART IN FAIRS SUCH AS **ANUGA** IN COLOGNE, **SIAL** IN PARIS, **ALIMENTARIA** IN BARCELONA, **PRODEXPO** IN MOSCOW AND **ROMEXPO** DI BUCHAREST.











**GIAROLA**



GRAN SPECIALITÀ

**CREMOVO**



A HUNDRED YEAR-LONG TRADITION

# Marsalas and Vermouths

SUCH PRODUCTS REPRESENT OUR ROOTS,  
FROM WHICH OUR COMPANY WAS  
ESTABLISHED. MARSALA FINE D.O.C.,  
IDEAL FOR CUISINE AND PASTRY-MAKING,  
MATURED IN OAK CASKS, CREATED WITH  
CAREFULLY CHOSEN RAW MATERIALS.

THE BLACK LABEL GRAN CREMOVO  
COMBINES THE ENERGY AND AROMA OF  
EGGS WITH THE STRENGTH OF MARSALA.  
VERMOUTHS, IDEAL AS APERITIFS, OF  
FRAGRANT AND DELICATE FLAVOURS,  
OBTAINED FROM A PAINSTAKING AND  
HARMONIOUS BLENDING OF MOUNTAIN  
HERBS AND HIGH-QUALITY  
PIEDMONT WINES.

MARSALA FINE D.O.C.

GRAN CREMOVO  
BLACK LABEL

VERMOUTH PREMIUM WHITE

VERMOUTH PREMIUM RED





*cl 75-100*



*cl 75-100*



# GIAROLA®

CASA FONDATA NEL 1918



cl 100



cl 100







VILLA DELLA ROVERE SELECTION

VR

# Grappe di Vitigna

CAREFULLY SELECTED, CREATED  
WITH TRADITIONAL METHOD.  
DISTILLATION IS DONE IN  
A SHORT TIME IN ORDER TO  
MAINTAIN THE DELICATE  
FRAGRANCE PRESENT  
IN MARC OF SUCH ESTEEMED  
GRAPES.

## Grappe

CHARDONNAY

MOSCATO

MOSCATO ORO  
AGED

PINOT

PROSECCO





cl 50



cl 50

# GIAROLA®

CASA FONDATA NEL 1918



*cl 70*



*cl 70*







TRADITION AND ANCIENT RECIPES

## *Our spirits*

CLASSIC ITALIAN SPIRITS,  
DESIGNED IN COMPLIANCE  
WITH ANCIENT RECIPES, WHICH  
INCLUDE THE USE OF HIGH-  
QUALITY NATURAL INGREDIENTS  
WHICH HAVE BEEN  
CAREFULLY SELECTED.

AMARETTO

BOMBARDINO

FRAGOLINO

GIAROVO-ZABAIONE

LIMONCINO

LIQUIRICE

MANDARINELLO

SAMBUCA





cl 50



cl 70

# GIAROLA®

CASA FONDATA NEL 1918



*cl 70*



*cl 50*





cl 50



cl 50

# GIAROLA®

CASA FONDATA NEL 1918



*cl 50*

*cl 70*





cl 70



cl 70

# GIAROLA®

CASA FONDATA NEL 1918



*cl 70*





cl 50



cl 70

# GIAROLA®

CASA FONDATA NEL 1918



cl 70



cl 70









OUR PASSION FOR GENUINE  
AROMATIC HERBS INFUSIONS

## *Bitter*

MASTERPIECES THAT SOLEMNISE  
SPECIAL MOMENTS.  
NATURAL INFUSIONS CREATED  
WITH TRADITIONAL METHODS  
WHICH INCREASE  
FRAGRANCE AND AROMAS.  
IDEAL FRESHLY SERVED AND AS  
APERITIFS WITH ICE.

AMARO CLASSICO  
.....  
AMARO MONTE PENICE  
.....  
BARGNOLINO  
.....  
NOCINO





GIAROLA  
CASA FONDATA NEL 1878  
*Antica Ricetta*  
**il Bargnolino**  
*Riserva*  
Liquore Naturale

cl 50

*Antica Ricetta*  
GIAROLA  
CASA FONDATA NEL 1878  
**il Bargnolino**  
*Riserva*  
Liquore Naturale

cl 70

*Superiore Genovese di Erbe Aromatiche*  
**AMARO CLASSICO**  
*Tradizionale Liquore Italiano*  
*dal gusto morbido e delicato*

cl 70

# GIAROLA®

CASA FONDATA NEL 1918



cl 50

cl 70



cl 70







QUENCH YOUR THIRST  
WITH SWEETNESS

## *Our Syrups*

SWEET IDEAS, CREATED WITH  
HIGH PERCENTAGE OF SUGAR,  
WITHOUT ADDITION OF  
SWEETENERS.

GOOD THIRST-QUENCHING,  
TO BE SERVED WITH  
COOL WATER OR ICE,  
IDEAL FOR PREPERING  
DELICIOUS GRANITA.

## *Flavours*

BLACK CHERRY

ORANGE

COLA

STRAWBERRY

GRANADINE

RASPBERRY

ALMOND MILK

KIWI

LEMON

MANGO

MINT

ALMOND-  
BASED  
CORDIAL

PAPAYA

PEACH

TAMARIND





cl 75



cl 75



cl 75

# GIAROLA®

CASA FONDATA NEL 1918



cl 75



cl 75



cl 75









DELIGHT IN SWEETS

# *Our Creams*

SWEET AND CREAMY  
SPIRITS, SOFT  
AND DELICATE TASTE  
AND SLIGHTLY ALCOHOLIC.  
IDEAL FRESH  
AND AS DESSERT.

## *Flavours*

BANANA

COFFEE

CHOCOLATE

STRAWBERRY

BERRIES

GIANDUJA

RASPBERRY

LEMON

LIQUORICE

MELON

MINT

HAZELNUT

PISTACHIO

BLACKCURRANT

ELDER





*cl 50*



*cl 50*

# GIAROLA®

CASA FONDATA NEL 1918



*cl 50*



*cl 50*





cl 50



cl 50



# GIAROLA®

CASA FONDATA NEL 1918



*cl 50*



*cl 50*







DELICIOUS COCKTAILS  
AND GREAT LONG DRINKS

*Rum, Gin  
and Vodka*

TEMPTING AND IDEAL FOR  
CREATING PRESTIGIOUS  
APERITIFS, COCKTAILS  
AND LONG DRINKS.

APRICOT BRANDY

BANANINO

BLUE CURAÇAO

COFFEE

CRÈME DE CASSIS

GIN DRY

OBSESSION

DARK RUM

WHITE RUM

TRIPLE SEC

FRUIT VODKA

VODKA DRY





*cl 100*



*cl 100*

# GIAROLA®

CASA FONDATA NEL 1918



*cl 100*



*cl 100*





cl 100



cl 100



# GIAROLA®

CASA FONDATA NEL 1918



cl 100



cl 100





cl 70



cl 70



cl 70



# GIAROLA®

CASA FONDATA NEL 1918



*cl 70*



*cl 70*

*cl 70*







AFTER DINNER AND DESSERT

*Crystals and  
Spirit fruit*

SUGAR LIQUEURS CRYSTALLIZED  
FOR REFINED DISPLAYS. IDEAL  
COMBINED WITH DELICIOUS  
COCKTAILS AND LONG DRINKS.  
GREAT SERVED WITH  
DESSERTS AND ICE CREAM,  
FOR DELICATE PALATES.

BRANDY APRICOTS

SPIRIT CHERRIES

PEARS IN BRANDY

PLUMS IN BRANDY

RAISINS IN GRAPPA





cl 50



cl 50



cl 50

# GIAROLA®

CASA FONDATA NEL 1918



.....  
*gr 600*  
.....



.....  
*gr 600*  
.....



.....  
*gr 314*  
.....





*Abele, Stefano, Gastone, Claudio*



*Fanny, Arrigo, Gastone, Abele*



*Gastone*



*Anna and  
Gastone*



*Arrigo*



*Abele, Claudio and Stefano*

WE DEDICATE THIS BOOK TO ALL OUR CLIENTS,  
COLLABORATORS AND SUPPLIERS, WHO IN ALL  
THESE YEARS HAVE CONTRIBUTED TO OUR  
BIRTH AND GROWTH, GIVING US TODAY THE  
POSSIBILITY TO LOOK TOWARDS A RADIANT  
FUTURE WHICH KNOWS NO BOUNDS.

*The Giarola Family*





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