
Dalla Terra National Sales Meeting 2020

ELENA PENNA GIN

A winemaker's project

Elena Penna Gin is the brainchild and personal venture of Elena Penna and Luca Currado Vietti, the internationally recognized couple running Vietti, one of Piedmont's most storied winemaking houses, and among the most respected in Italy.

The Vietti winery has been instrumental in enlightening the world with a deeper understanding of the various cru Barolo vineyards and terroir expressions that exist in Piedmont, Italy.

Vietti was founded in the late 1800s by Carlo Vietti and had been long established in the center of Barolo within the township of Castiglione Falletto, in the heart of the Langhe hills. It was decades later when winemaker and art connoisseur Alfredo Currado married Luciana Vietti that the winery began making an international mark. In 1961, Alfredo bottled one of the first single vineyard Barolo cru wines (Rocche di Castiglione). Alfredo is also credited as being the “father of Arneis” as he was the first to bring serious attention to the native white grape variety, thus saving it from being ripped out and forgotten. In 1974 he introduced the Vietti Artist Labels, making each of the wines unique. These three hallmarks, in conjunction with the history of the winery and outstanding quality of the wines, helped position Alfredo as both a symbol and architect of some of the most significant wine revolutions of the time.

Inventiveness mixed with a healthy respect for tradition seems to be inherent in the Currado family blood. In the 1990s, Luca Currado Vietti, Luciana and Alfredo's son, took the helm of the family winery and helped establish Barbera as a top pick for the critic's lists with a Barbera d'Alba called *Scarrone*.



Both hailing from families operating for centuries in hospitality, wines and spirits, Elena and Luca use their invaluable wine expertise, knowledge and legacy, as well as their innovative vision, to renew their liquor heritage and launch a spirits portfolio.

By continuing along the path of the pursuit of quality, considered experimentation and working for expansion and consolidation internationally, Luca and his wife Elena have been contributing to the success of the Vietti brand, universally recognized today as one of the very finest Italian wine labels.

Today, they are renewing their family's roots in the hospitality and spirits industries and are creating a range of spirits inspired by their beloved terroir and region's rich history. *To be developed / talk about their passion*



A gin of provenance

Elena Gin combines the winemaking and food excellence of the Langhe in Piedmont, the ancestral history and richness of the herbal liquor category, and citrus farming of the Alps.

The Langhe (Langa in Italian) is an area of rolling hills and medieval towns in the Piemonte region of northwest Italy, surrounded by the glacier-sculpted mountains of the Alps in the northwest, the flat fields of the Po valley to the northeast, and the Apennines and the sea near Genova to the south.

The Langhe was made a UNESCO World Heritage Site in 2014 for its cultural landscapes and winemaking traditions that go back hundreds of years. Birth-place of The Slow Food Association and a vigneron country, the region is synonymous with outstanding food and wine (the famed Nebbiolo grape, white truffles, handmade pasta, hazelnuts, and many more delicacies).

The Alps, a bountiful mountain garden providing fruits, nuts, flowers, and herbs, have been producing a variety of beverages called the Alpine category for centuries, ranging from amari to aperitifs, fortified wines, spirits, and liqueurs. The category's rich history displays the hallmark bitter, herbal flavors and an incomparable distillation and aromas extraction craft.

The Maritime Alps / Liguria (Italian Riviera) started cultivating citrus fruits in the 17th century and remains a main provider of unique, flavorful citrus thanks to its Mediterranean mild climate.



An Italian London dry gin

Elena Gin is a small batch (2,640 Bottles for the first production) London Dry distilled gin with a distinctive Italian character, the “Langa style”.

By definition, Elena Gin is a London Dry gin, which means the 96% abv neutral grain spirit should be redistilled with all the botanicals and herbs, come off the still at least 70% alcohol by volume, shouldn't contain any artificial ingredients and no more than 0.1 grams of sweetening products per liter, and shouldn't have any flavor or color added after distillation.

Elena Gin is the resurrection of an old recipe crafted in a small distillery dating back from the 1800s.

The neutral grain spirit is pure wheat and two techniques are used to extract the aromas of the locally handpicked botanicals:

- maceration and distillation with the wheat neutral spirit in a traditional one-shot production process for the botanicals with skin (like juniper berries, cassia bark...)
- infusion & percolation, the historical way, for the herbs (such as chamomile, thyme...)

The small batches are entirely distilled in-house, using two 18th-century wood-fired copper stills brought back to life for Elena Gin.

The two botanicals distillates are then blended together and cold filtered manually through paper, maintaining the natural color of the botanicals and tannins (hence the pale yellow color).



A bounty of local botanicals

Elena Gin is crafted from handpicked botanicals and herbs coming from the Langhe hills and the Alps in Piedmont and are supplied to the distillery every season.

Botanicals from Langa:

- Thyme
- Black elder flowers
- Almonds
- Coriander seeds
- Cassia bark

Botanicals from the Alps:

- Juniper berries
- Angelica flowers
- Wild mountain mint
- Wild chamomile

Botanicals from the Maritime Alps (Liguria):

- Lime peel
- Bitter orange peel
- Flowers of various citrus fruits

Elena Gin's commitment

- ✗ No synthetic flavorings: only natural infusions and distillates produced in-house with the maceration of botanicals, infusion in alcohol and percolation
- ✗ No essential oils extracted using ultrasound or centrifuges
- ✗ No colorants
- ✓ Always pure sugar, never glucose syrup
- ✓ Paper filtration, without synthetic adhesives, artificial filters, carbons, etc...



Tasting notes

Elena Gin is a classic Dry Gin with an Italian character: the Langa style. It boasts a typical juniper-lead flavor profile, with a touch of citrus and a rooty/herbal finish.

Appearance:

Pale yellow color due to the infusion of natural herbs and natural filtration.

Nose:

Clean, straight forward, fresh.

Marked notes of juniper and citrus, with overtones of myrtle.

Floral aromas that conjure up the meadows in the upper Langa and the Alps in summer, which are strengthened by a balsamic finish.

Palate:

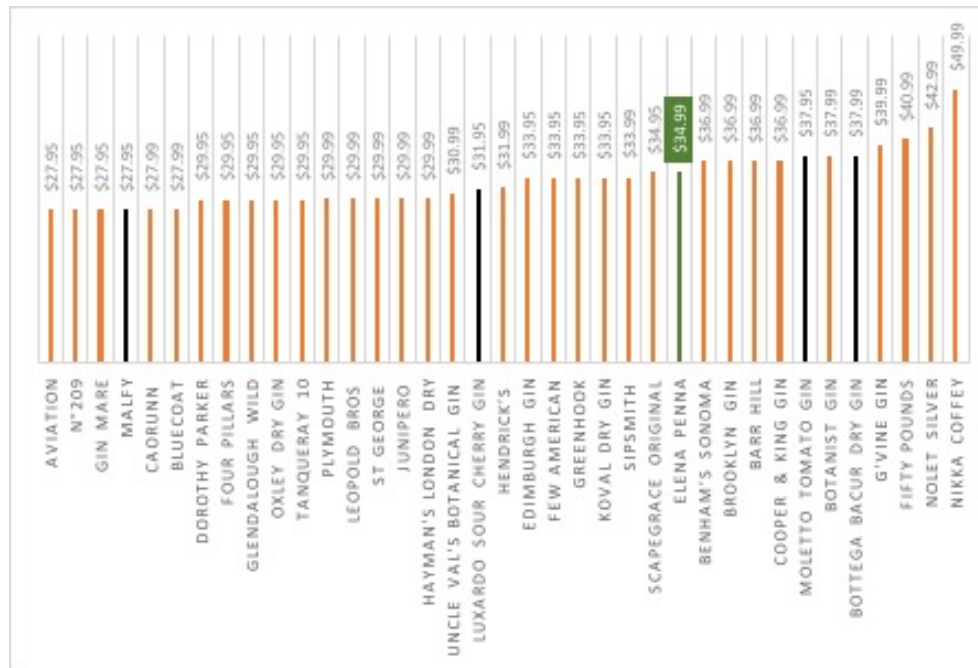
Though it may contain only a few botanicals, it exudes opulence in a taste packed with richness and body. A few seconds after an intense opening, notes of juniper burst onto the palate, followed by hints of spices and herbs on the finish. Dry. As only natural herbs and infusions are used, the oily sensation that fills the mouth lingers on the palate.



Price positioning

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Elena Gin, a super premium gin, is one of the first of few Italian gins available in the U.S.



Retail prices from Mission Wines & Spirits and Total Wine, CA (June 2020)

Distribution strategy

Gin is typically easier to build in the on-trade, but the notoriety of Vietti wines and their existing distribution will help with listing the brand more quickly in the off-trade.

	On-trade	Off-trade
Targeted accounts	<ul style="list-style-type: none"> • Italian accounts • Cocktail bars • Wine bars (w/ liquor license) • Restaurants: <ul style="list-style-type: none"> • Premium/fine dining • Farm to table • Wine-centric 	<ul style="list-style-type: none"> • Liquor stores • E-commerce • Concept stores (Eataly)
Tools	<ul style="list-style-type: none"> • Samples • Price support for cocktail listings 	<ul style="list-style-type: none"> • Neck hangers • Shelf talkers • In-store tastings

Drinks strategy

Placements and recommendations in cocktails will be key in driving both the brand's visibility and volume. Because Elena Gin is the best classic Italian gin on the market, it makes sense to promote it in two classic Italian gin cocktails.

NEGRONI:

iconic, well-known, easy-to-make. Great for any on-premise accounts & at home consumption.

The Negroni is one of the few cocktails with a traceable history that goes all the way back to the early 20th century. Its origins are documented in the book *Sulle Tracce del Conte: La Vera Storia del Cocktail Negroni*, which was written by Lucca Picchi, head bartender at Caffè Rivoire in Florence, Italy. The drink was created at Bar Casoni in Florence, according to Picchi, when Count Camillo Negroni ordered an Americano—sweet vermouth, Campari and club soda—with gin swapped in for the standard soda.

Recipe:

- 1.5 oz Elena Gin
- 1.5 oz Campari
- 1.5 oz Sweet vermouth

Add all of the ingredients to an Old Fashioned glass filled with ice. Stir briefly and garnish with an orange twist.



HANKY PANKY:

Bitter cocktail by definition, loved by bartenders and cocktail geeks. Perfect for craft cocktail bars.

The Hanky Panky originated at the American Bar at the Savoy Hotel in London in the early 20th century. Developed by head bartender Ada Coleman, the Hanky Panky matches the distinctive character of Fernet Branca with the botanicals found in gin and sweet vermouth to create a rich blend of flavors.

Recipe:

- 1.5 oz Elena Gin
- 1.5 oz sweet vermouth
- 2 dashes Fernet Branca

Stir ingredients in a mixing glass filled with ice and strain into chilled cocktail glass. Twist a piece of orange peel over the drink and use as garnish.

Note: Some bartenders adjust the drink's proportions to create a drier cocktail; for that version, try 2 ounces of gin, 1 ounce of sweet vermouth and 1/4 ounce of Fernet Branca.

Drinks strategy

With its dry, juniper-forward profile, Elena Gin is versatile and can be used in all classic gin cocktails.

- French 75, which can be promoted as the Italian 75 with Alta Langa sparkling wine instead of champagne
- Gin & Tonic, paired with a qualitative tonic, or a Mediterranean tonic water, garnished with cardamom and juniper berries, or orange and thyme
- Dry Martini & other Martini variations
- White Negroni
- Gimlet
- Tom Collins
- Aviation
- Bee's Knees
- Last Word
- Corpse Reviver #2
- Jasmine
- Singapore Sling
- White Lady



Elena Gin – in a few words

Elena Gin is a small batch London Dry gin with a distinctive Italian character, the “Langa style”.

The heritage	The provenance	The product
<ul style="list-style-type: none"> • Created by internationally recognized winemakers heading Vietti • Multi-generational family roots and expertise in hospitality and spirits • Highest production standards and innovative vision in winemaking transferred to the spirits portfolio • Continuous dedicated focus on terroir and local know-how 	<ul style="list-style-type: none"> • The Langhe, Piedmont, world famous for its winemaking traditions and food excellence (UNESCO World Heritage Site, birthplace of The Slow Food Association) • The Italian Alps, birthplace of the rich ‘Alpine spirits category’, with an ancestral history of distillation, and bountiful mountain garden • The maritime Alps / Liguria, providing the best bitter citrus in Europe, with centuries long distillation history 	<ul style="list-style-type: none"> • London Dry gin, Langa style • Artisanal, crafted in a small distillery dating back from the 1800s • Distilled in small batches in two resurrected 18th-century wood-fired copper stills • Locally handpicked botanicals distilled through two tailor-made processes: maceration & percolation/infusion • All natural (no colorants, natural filtration) • Highly qualitative, ultra-premium • Impactful, artsy label

Grazie!

