

FRATELLI  
FRANCŌLI  
DISTILLERIE



Distillare é imitare il sole  
che evapora le acque del mare  
per portarle in cielo a formare  
le nuvole e poi le torna alla Terra  
come pioggia

## Our mission

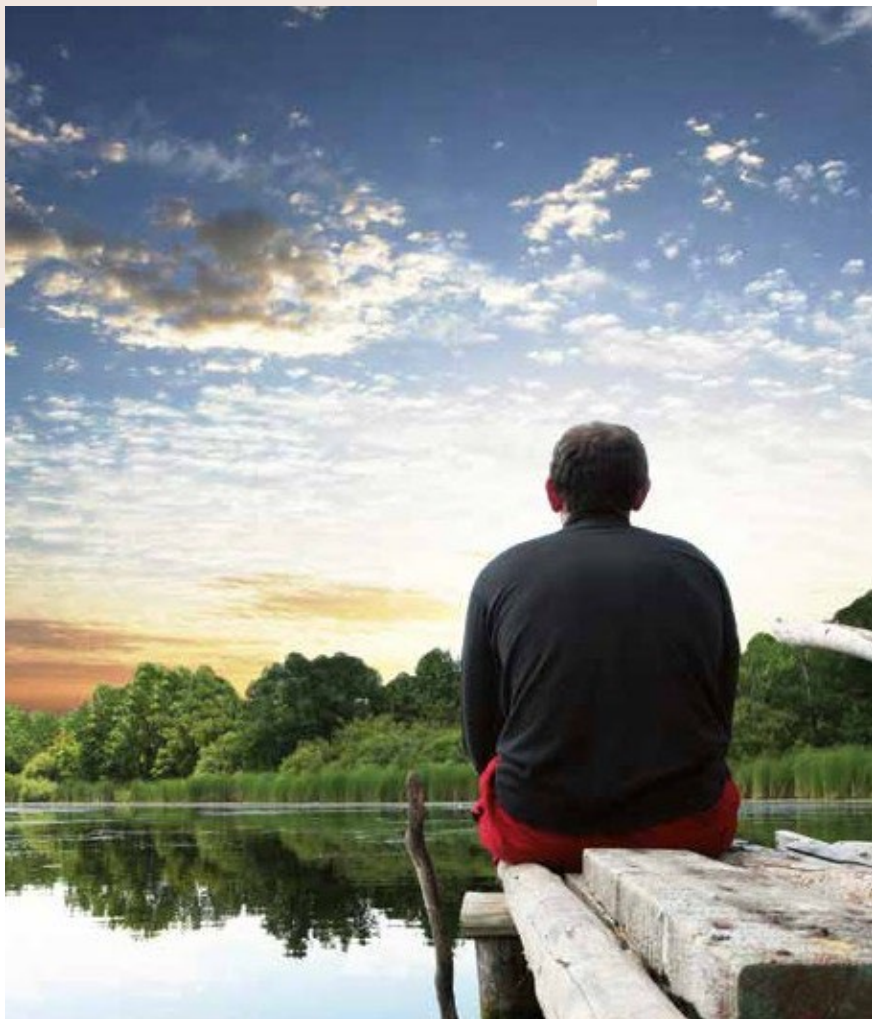
FRATELLI FRANCOLI DISTILLERIE  
IS THE FIRST ZERO IMPACT® GRAPPA DISTILLERY.

THE FRANCOLI FAMILY HAS BEEN DISTILLING GRAPPA  
SINCE 1875 WHILE THE COMPANY WAS ESTABLISHED  
IN 1951 WHEN LUIGI FRANCOLI SETTLED IN GHEMME,  
IN THE HEART OF THE ALTO PIEMONTE WINE REGION.

OUR MISSION IS TO SHARE THE PASSION OF DISTILLING  
GRAPPA, OFFERING EXCITING EXPERIENCES, WITH  
PEOPLE AND THE ENVIRONMENT ALWAYS AT HEART.

*To distil is to imitate the sun,  
evaporating the waters  
of the sea, lakes and rivers,  
returning them to the sky as clouds  
and again to the Earth as rain.*





## Our journey towards Zero Impact

### **STARTS IN 1988**

WHEN WE INSTALL A SOLID FUEL BOILER.  
SINCE THEN WE HAVE BEEN PRODUCING  
SUSTAINABLE GRAPPA: THE RAW MATERIAL  
USED FOR DISTILLATION (THE GRAPE POMACE)  
IS DRIED AND THEN BURNT TO PRODUCE  
THE STEAM NECESSARY FOR THE DISTILLATION  
AND TO HEAT THE COMPANY BUILDINGS.

FRATELLI FRANCOLI DISTILLERIE DOES NOT USE GAS,  
OIL OR OTHER FOSSIL FUELS.

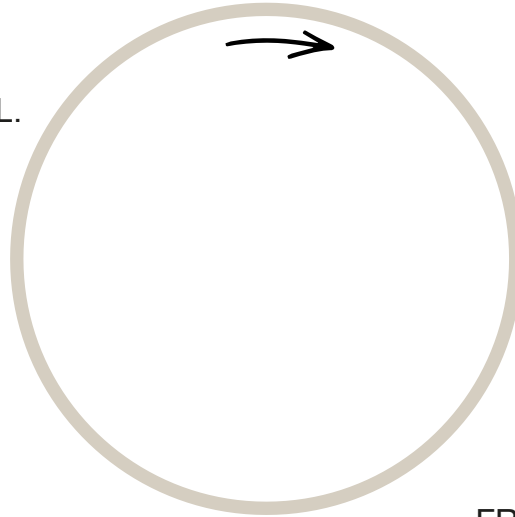
## Our method, **SUSTAINABLE** since 1988

THE RESULTING ASHES GO  
BACK TO THE VINEYARD  
AS **FERTILIZER**

SKINS ARE A VEGETAL FUEL.  
WE BURN THEM TO  
PRODUCE **RENEWABLE  
ENERGY**

SEEDS CONTAIN  
**GRAPESEED OIL**, USED  
FOR COSMETICS  
AND FOOD

AFTER DISTILLATION,  
THE VINACCIA IS STILL A  
PRECIOUS RESOURCE



EVERYTHING STARTS  
IN THE **VINEYARD**

**GRAPES** ARE HARVESTED  
TO MAKE **WINE**

AFTER VINIFICATION,  
WHAT IS LEFT IS  
CALLED **VINACCIA**  
(GRAPE SKINS AND SEEDS)

WE PUT THEM FRESH AND  
FRAGRANT IN OUR ALEMBIC TO  
PRODUCE OUR **GRAPPA**



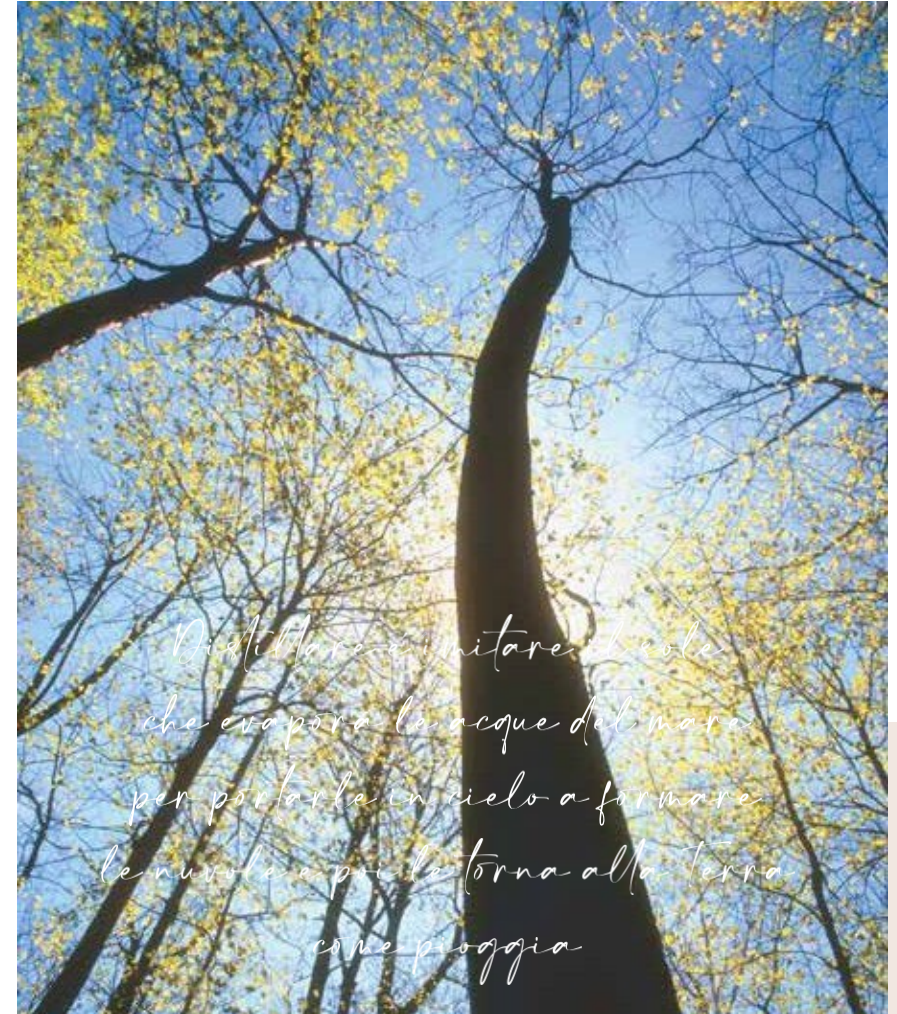
# Our journey towards Zero Impact

## CONTINUES IN 2006

WHEN WE START PARTICIPATING TO THE IMPATTO ZERO PROJECT BY LIFEGATE, THE REFERENCE FOR SUSTAINABLE DEVELOPMENT IN ITALY.

LIFEGATE HAS ESTIMATED THE TOTAL EMISSION OF CARBONE DIOXIDE GENERATED BY OUR ACTIVITIES: COMMERCIAL (TRANSPORTATION OF GOODS, FUEL USED BY SALES PERSONS ETC) AND OFFICE (EX: CONSUMPTION OF PAPER, FUEL USED FOR COMMUTING).

THE ENVIRONMENTAL IMPACT OF THE COMPANY HAS BEEN COMPENSATED BY THE CREATION AND PROTECTION OF FORESTS.





*Distillare è imitare il sole  
che evapora le acque del mare  
per portarle in cielo a formare  
le nuvole e poi le torna alla terra  
come pioggia.*

## **Our journey towards Zero Impact**

**AN IMPORTANT MILESTONE IS SET IN 2022**

WE PRESENT LA VISIONE DI LUIGI, A SUSTAINABLE GRAPPA ALSO  
IN THE ELEMENTS OF PACKAGING

# SUSTAINABLE PACKAGING



BOTTLE  
RECYCLED GLASS AT 97%



CAP  
RECYCLABLE GLASS  
STOPPER



LABEL  
PAPER FROM SUSTAINABLE  
SOURCES INCLUDING FIBER  
FROM GRAPE SKINS

WE USE RECYCLED GLASS TO MINIMIZE  
THE ENVIRONMENTAL IMPACT FOR  
THE FUTURE GENERATIONS

THE SMALL AESTHETIC IMPERFECTIONS  
ARE A VISIBLE PROOF OF  
OUR COMMITMENT

THE QUALITY IS MAINTAINED, BUT WE USE  
LESS NATURAL RESOURCES AND REDUCE  
THE EMISSIONS OF CARBON DIOXIDE.

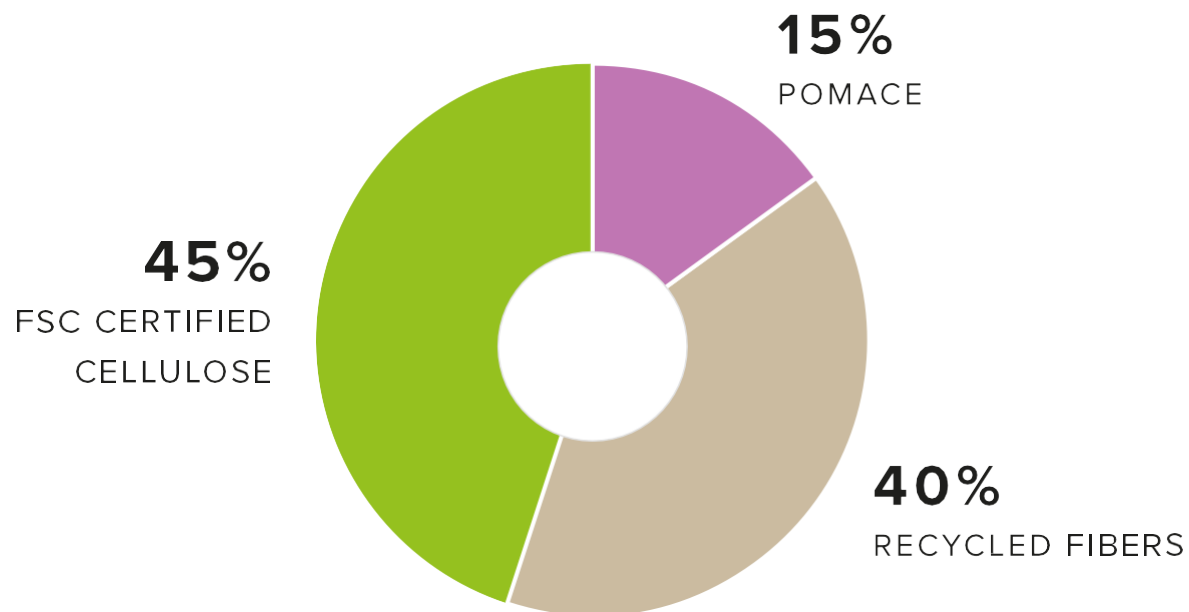
FROM PRODUCTION TO BOTTLING TO  
PACKAGING, WE USE NATURAL, RECYCLED,  
RECYCLABLE MATERIALS.

THE GLASS STOPPER IS INFINITELY  
RECYCLABLE AND REUSABLE



# SUSTAINABLE PACKAGING

PAPER LABEL WITH A REDUCED ENVIRONMENTAL IMPACT



LA  
**VISIONE**  
DI  
**LUIGI**  
∞

THE FIRST SUSTAINABLE GRAPPA



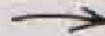
# LA VISIONE DI LUIGI

IT GIVES VOICE TO OUR METHOD

THE FRANCOLI METHOD

INFINITELY SUSTAINABLE

INFINE, LE CENERI DELLE  
BUCCE VANNO A  
FERTILIZZARE IL VIGNETO!



TUTTO INIZIA M

LE BUCCE SONO UN OTTIMO  
COMBUSTIBILE E NOI CI PRODUCIAMO  
ENERGIA RINNOVABILE

LI SI RACCO  
PROD

I SEMI CONTENGONO  
L'OLIO DI VINACCIOLO,  
DIETETICO E COSMETICO

DOPO LA  
RIMANGO  
(BUCCE E

MA DOPO LA DISTILLAZIONE LE  
VINACCE SONO ANCORA PREZIOSE!

NOI LE DISTILL  
E PROFUMATE  
LA NOSTR

Luigi Francoli, classe 1929.  
Come tanti ragazzi di allora,  
aiuta i genitori a mandare avanti  
la bottega di famiglia, però la  
professione gli va stretta.  
A 20 anni sogna l'Australia ma  
finisce in campagna, dove lo zio  
Giusepin, grapat, gli cede alcune  
damigiane. Luigi parte con un  
leggero 1100 e raggiunge Ghemme,  
dove per la prima volta nel suo  
laboratorio-cucina-camera da letto  
imbottiglia la grappa. La sua prima  
etichetta recita: "Ditta individuale  
Luigi Francoli". Inizia così la storia  
di una distilleria e la capacità di un  
giovane di "vedere" e trasformare  
senza distruggere... **SCOPRI**  
**COME CONTINUA: INQUADRA**  
**CON LA FOTOCAMERA DELLO**



# INFINITELY SUSTAINABLE

Sustainability is not only about production

## Production

WE PRODUCE FROM  
VEGETAL RAW MATERIALS  
(VINACCIA). WHAT IS LEFT  
IS THEN USED TO  
PRODUCE GRAPESEED  
OIL AND CLEAN ENERGY

## Energy

WE BURN THE DRIED  
VINACCIA TO PRODUCE  
THE STEAM NECESSARY  
FOR THE DISTILLATION  
AND TO HEAT THE  
COMPANY BUILDINGS

## Packaging

WE HAVE WORKED CLOSELY  
WITH OUR SUPPLIERS TO  
DEVELOP A PACKAGING FOR  
LA VISIONE DI LUIGI COHERENT  
WITH OUR COMMITMENT  
TO THE ENVIRONMENT

## Distribution

WE ARE THE FIRST GRAPPA  
DISTILLERY CERTIFIED ZERO  
IMPACT® BY LIFEgate. THE  
CARBON FOOTPRINT OF OUR  
DISTRIBUTION ACTIVITIES IS  
OFFSET BY THE CREATION  
AND PROTECTION OF FORESTS.





## Our story begins from the label...

THE VALUES:

LAND

CRAFTMANSHIP

ENVIRONMENTAL, LOCAL, SOCIAL SUSTAINABILITY

OUR METHOD: INFINITELY SUSTAINABLE

THE DISTILLATION PROCESS:

INNOVATION AND TRADITION

LA FAMIGLIA DI LUIGI:

A TRADITION PASSED DOWN FOR GENERATIONS

THE VISION: EXPLAINED THROUGH

AN AR EXPERIENCE



*e il sole che evapora le acque del mare per portarle  
re le nuvole e poi le torna alla Terra come pioggia*

## ... and continues with the product

CATEGORY: Young Grappa

GRAPE VARIETY: Brachetto and Moscato, Dolcetto and Nebbiolo

### Organoleptic profile

COLOUR: crystal-clear

NOSE: fragrant and fruity with refreshing floral hints.

Pleasant and strong with distinctive character

TASTE: round, warm and balanced, with a floral and clean aftertaste.

700ml 40% ABV

CATEGORY: Grappa aged in wood

GRAPE VARIETY: Nebbiolo, Barbera, Dolcetto and Moscato

### Organoleptic profile

COLOUR: golden yellow with copper reflexions

NOSE: an harmonious and balanced fragrance of wood,  
vanilla, tobacco and cocoa.

TASTE: warm, soft and round with hints of candied fruit and  
a velvety sensation. Clean and persistent aftertaste.

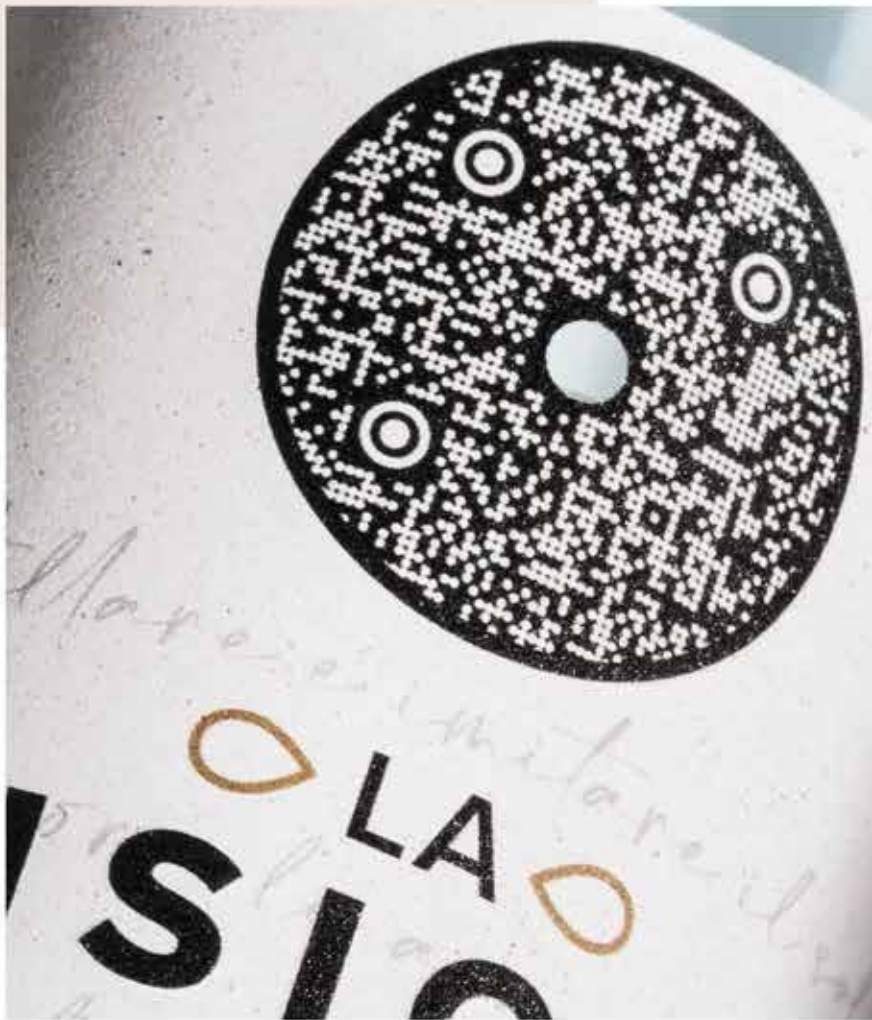
700ml 40% ABV



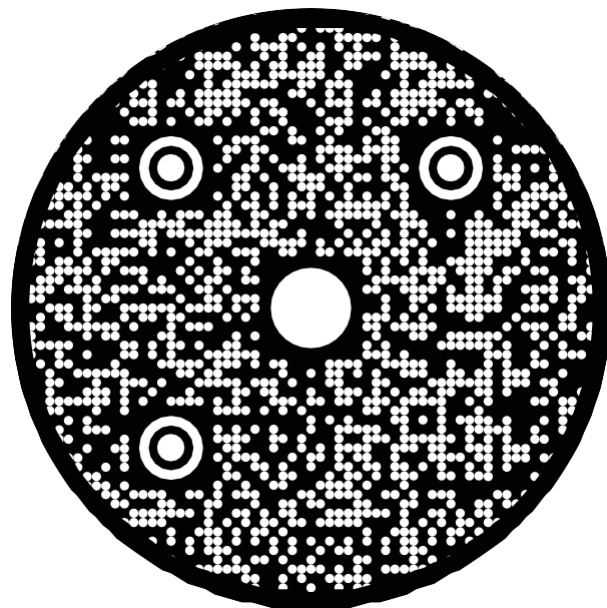


## Innovative communication

LA VISIONE DI LUIGI IS THE FIRST GRAPPA EVER TO COMMUNICATE WITH THE AUGMENTED REALITY TECHNOLOGY



AUGMENTED REALITY TAKES  
THE CONSUMER INTO  
THE WORLD OF LA VISIONE DI LUIGI,  
STARTING FROM THE LABEL.



## Why Augmented reality?



AR BRINGS AN ENGAGING  
AND EMOTIONAL EXPERIENCE

AR BRINGS DOWN BARRIERS, OPENING  
A DIRECT COMMUNICATION CHANNEL  
BETWEEN THE BRAND AND THE CONSUMER

AR ENLARGES THE COMMUNICATION SPACE,  
OPENING AN ENTIRE WORLD OF CONTENT  
FROM A TINY QR CODE ON THE LABEL

THE CONSUMER BECOMES AN ACTIVE  
PROTAGONIST OF THE BRAND

AR REACHES THE CONSUMER - IN PARTICULAR  
MILLENNIALS AND GEN-Z - ON THE DEVICE THEY  
ARE USING THE MOST: THEIR SMARTPHONE

IT'S ALWAYS ON, THE COMMUNICATION CHANNEL  
IS AVAILABLE WHEN THE CONSUMER MIGHT  
BE THE MOST INTERESTED IN HEARING THE MESSAGE:  
WHEN IT'S IN FRONT OF THE PRODUCT



## AR superpowers

AR MARKETING CONTENTS ARE MORE ENGAGING AND OBTAIN MORE ATTENTION THAN THEIR NON AR EQUIVALENT

**+70%**

MEMORIZATION

**+45%**

ATTENTION

**+100%**

INVOLVEMENT

**1,18 minutes**

average time dedicated to sustainability contents VS 0,25 minutes on other web channels



## La Visione di Luigi

### Our WHY (Environment)



OUR COMPANY HAS A HISTORICAL AND INTRISIC SENSIBILITY TOWARDS THE PRESERVATION OF THE ENVIRONMENT AND THE SUSTAINABILITY THEMES.

LA VISIONE DI LUIGI ENABLES US TO EXPRESS EVERYTHING WE HAVE BEEN LEARNING ALONG THIS JOURNEY OF MORE THAN 30 YEARS

IT'S AN IMPORTANT MILESTONE: NOW WE HAVE AN AMBASSADOR. BUT THIS IS NOT THE END OF THE STORY, AND WITH ENTHUSIASM WE KEEP TRACING THE PATH OF OUR SUSTAINABILITY JOURNEY.

# La Visione di Luigi Our WHY (product)



## GOOD - UNA GRAPPA BUONA

- ORIGIN, FRAGRANCE AND TASTE: 100% GRAPPA DEL PIEMONTE, FROM SELECTED POMACE, WITH A SMOOTH AND PLEASANT TASTE
  - THE YOUNG GRAPPA IS SLIGHTLY AROMATIC, WITH HERBAL AND FLORAL HINTS
  - THE RISERVA, AGED MORE THAN 18 MONTHS FOLLOWING OUR DOUBLE-AGEING METHOD, HAS VANILLA, TOBACCO AND COCOA NOTES
- 

## CLEAN - UNA GRAPPA PULITA

- IT IS THE FIRST SUSTAINABLE GRAPPA
  - OBTAINED WITH PLANT-BASED AND RENEWABLE RAW MATERIALS (LIQUID AND PACKAGING)
  - THE FOCUS ON THE ENVIRONMENT IS BOTH ON THE ENTIRE PRODUCTION PROCESS AND ON THE PACKAGING AND THE MARKETING (= INFINITELY SUSTAINABLE)
- 

## INNOVATIVE - UNA GRAPPA INNOVATIVA

- WITH A DIFFERENT LOOK AND AN ENGAGING WAY OF COMMUNICATING THROUGH AUGMENTED REALITY
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## FAIR - UNA GRAPPA GIUSTA

- AN HONEST PRICE, WITH NO SPECULATION ON THE SUSTAINABILITY CREDENTIALS.

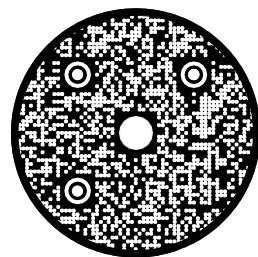


LA VISIONE DI LUIGI IT IS NOT ONLY  
A NEW GRAPPA, BUT IT REPRESENTS THE VISION,  
THE WAY OF THINKING AND DOING  
OF OUR COMPANY SINCE 1988.

FRATELLI  
**FRANCÒLI**  
DISTILLERIE

OGNUNO DI NOI È VISIONARIO:  
È TEMPO DI ESPRIMERE LA NOSTRA VISIONE E RENDERLA REALTÀ.

#iosonounvisionario



∞ LA ∞  
**VISIONE**  
DI  
**LUIGI**  
∞