

MONDAY, OCTOBER 13, 2008

Visit of Poli Distillerie - Veneto



In Veneto, at Schiavon sits the Poli Distillerie - A beautiful artisan distillery, owned by the Poli family who has for generations developed its distillation systems to acquire the best as possible. Nicely guided through the whole distillery process by Alessandro Villanova, in charge of External Relations, I got to understand the history of the family with Grappa, and the love and passion they put into it. The concern of search for ultimate quality, from the raw materials (coming from the surroundings: by memory Bassano, Breganze, Marostica) to the improvement of the distillery system is evidence when you visit the place. Continuous improvements of the system with the use of fresh pomace and discontinuous cycle, however still in the tradition as the old steam cauldrons in copper were kept, and certainly were the secrets of distilling too. Jacopo Poli, the actual head of the family, kindly took some time to meet me and to talk without rush, at a moment that was definitely difficult as they were in the middle of harvest.

The wide tasting at the end of the distillery tour was very enjoyable as well, as you get to taste the different eaux de vie, and grappas Poli makes. What a pleasure for the senses, and that even if you were not tasting - I was though indeed! I particularly loved the Classical Grappa, I would say it is the essence of Grappa as you imagine it when you feel like a justly defined grappa both in the aromas and the mouthfeel. I also loved the special Jacopo Poli range, and particularly the Grappa aged in oak which brings that unusual structure, and his cious oak aromas melted in classical grappa aromas. Both of these grappas were showing subtlety and elegance in a pleasant voluptuous warmth without heat.

I also enjoyed seeing the good balance between tradition and modernity, in the systems again, but also in the marketing: researched packaging with sober and elegant lines - in phase with the modern customer, but still showing the historical roots of this family business; the use of the name of Jacopo Poli as a new modern value to the business; the tasting room and the new Grappa museum, the examples are numerous. The attention to detail is definitely showing at every step.

Once again, I have been touched by the generosity of Italians, in the present case Jacopo and Alessandro, and from the beginning to the end of this very personal visit, I have felt I was in a family affair, led by tradition and willing to be part of its time. A thoughtful business, led by love and passion for its know-how and its region.

Only one last thing to say: Grazie mille.