



Brand History

Frangelico is a premium Italian liqueur distilled from locally grown hazelnuts and blended with coffee, cocoa and vanilla distillate and extracts.

The Legend

Frangelico is a brand with a strong personality and an interesting background that makes it an authentic and refined liqueur.

According to the legend, its origins date back more than 300 years to the presence of Christian monks living in the hills of Piedmont region of northern Italy. Their skills in fine food and drink included the art of distilling, especially the use of wild hazelnuts and other precious ingredients to create liqueur recipes such as the one on which Frangelico is based today.

Its name is also part of the same local legend – an abbreviation of Fra' Angelico – a hermit monk believed to have inhabited the magnificent Piedmont hills during the 18th century.



Ownership

Frangelico as commercial brand was created in 1978. The following shows a timeline of its history:

- **1978:** Frangelico as a brand was created by Barbero, a leading family in wine and spirit business in Italy
- **1990:** C&C Group then acquired Barbero, taking over the Frangelico brand and its marketing
- **2010:** On March 2010 C&C sold the brand to William Grant & Sons.
- On **16th September 2010**, Gruppo Campari announced the agreement to acquire Frangelico. Under their ownership, the brand keeps on growing as a highly-profitable specialty now sold in more than 50 markets.



Production Process

Frangelico's flavour is achieved through a four-stage process:

Hazelnuts: Local Piedmont hazelnuts are harvested, shelled, toasted and crushed. They are then infused in a solution of alcohol and water.

Distillation: The hazelnut infusion is distilled to produce a natural hazelnut distillate.

Flavourings: The hazelnut distillate is blended with extract and distillates from cocoa seeds, vanilla berries and roasted coffee, and other flavoring preparations to create the Frangelico concentrate.

Blending: The concentrate is blended with pure alcohol, sugar and water to achieve the required bottling strength. It is then laid down in vats for 6-8 weeks to allow the blend to marry together and mellow.

Finally, the Frangelico Liqueur is bottled, labeled and the rope is tied.

The Key Ingredient

Frangelico's irresistible hazelnut taste starts with some very special hazelnuts. They even have their own name - *Tonda Gentile* - and are a specialty of the northern Italian region of Piedmont where Frangelico is produced.

Tonda Gentile hazelnuts are known for being bigger, plumper and more uniform, with a skin that sheds easily, allowing for toasting without a bitter taste. Their sweet flavour is the reason they are so sought after by internationally known confectionery and worldwide popular giandua chocolate creams.



Tonda Gentile hazelnuts, grown in the Langhe, an area of rural hills and picturesque villages in southern Piedmont, are also used to obtain the distillate for Frangelico. The hazelnuts once toasted and distilled with alcohol, are married with other flavoring preparations including cocoa, coffee, vanilla according to the secret recipe and transformed into more than 3 million bottles of Frangelico for enjoyment around the world, as well as in their native Italy.

So special is the *Tonda Gentile Delle Langhe* hazelnut that it is one of the most well-known products of the Piedmont region to hold a protected status - equivalent to DOC or Appellation Contrôlée wine classification.