



ITALIAN LUXURY CATALOGUE

WOLESALE CATALOGUE 2019



# WELCOME



EL is the quintessential hallmark of Italian indulgence, sought after by connoisseurs of luxury the world over. EL branding is found only on the finest and most prestigious, limited-edition boutique foods and luxury products masterfully handmade in Italy.



*Apri la mente a quel ch'io ti paleso  
e fermalvi entro; ché non fa scienza,  
sanza lo ritenere, avere inteso.*

( Beatrice: V, 40-42 , Dante Alighieri - Divina Commedia )

*Dante degli Alighieri – simply called Dante, lived in Italy 1265 – 1321. He was the most influential Italian poet, creating prodigious writings in the late Middle Ages; the most celebrated of which being the Divine Comedy. This seminal work was one of the earliest non-Latin texts and considered so virtuous and evolutionary that it formed the basis of the new, modern Italian language as is spoken and written today. To this day it is still considered one of the greatest masterpieces in world literature.*

In the same way that Dante established an authoritative etymological standard, so too has EL created an established standard of accreditation within the market for luxury goods. For even the most discerning aficionados, once experienced, EL accredited goods represent a height of excellence and innate superiority from which it is hard to then regress. Each handmade piece is unique: distinctive and a world apart from the mundane and the mass-produced. Each unique piece carries with it the very essence of Italian culture, of Italian literature, poetry and art. Each unique piece is an exemplar of Italian cuisine, of Italian fashion and of Italian expression – intelligent, creative and intensely stylish. For the consummate collector as well as for people who simply enjoy the finest things in life, EL pieces sweep their owners into a magical journey, opening a window onto the product's folklore and heritage, so that even before consumed, one enjoys a sense of connection with the imaginative spirit that inspired its creation. And just as a treasure map reveals to the seeker a path to its riches, EL reveals some of Italy's greatest cultural, scented and gourmet treasures, along with a glimpse at the lives of those bril-

liant people that create them. It is for this purpose that EL exists...to ensure the world can confidently evaluate what constitutes a genuine, authentically Italian product that shows the beauty of Italy and its people; and that are materially accurate examples of the diversity across the entire nation of Italy. Products in the EL catalogue hail from all the great cities, including Florence, Rome, Venice, Milan, Perugia, Trento and Naples; as well as the iconic regions of Tuscany, Umbria, Marche and Apulia...and of course, the sun-drenched islands of Sicily and Sardinia. All EL products are made with love and with passion, immediately evident in the perfumes, the grapes, the mushrooms and truffles, the jams, marmalades and preserves, the oils and the vines – all of which affirm the sacrosanctity of the Italian soil. But equally, the same vivacity and Italian ingenuity are found in the manufactured products such as jewellery and luxury watches – products so famously renowned the world over for their unrivalled engineering, their uninhibited passion and stunning, creative form.

Every product is individually numbered – a guarantee of its uniqueness in the world – and indicative of the limited nature of its production. Needless to say, once all units in each item's short production run are sold, the opportunity to buy one is gone forever, as they will never again become available.

The EL trademark is only awarded to the very best products in Italy – products that meet the stringent EL criteria concerning quality of raw materials and quality of master craftsmanship. Only by satisfying our audit are new products allowed into the EL catalogue.

To enhance the beauty of each product and to provide incredible character to those who invest in EL pieces, every item is presented in a gorgeous, Tuscan-inspired, small wooden chest – the ultimate luxury gift box, made by hand from native Italian wood and available in either a classic timber or in a diamond cabinet parquetry. So exquisite is their presentation that EL products are considered a standard gift for diplomatic, Royal and Presidential contexts. In addition, each piece is furnished with a certified cartographic scroll depicting the geographic region of origin and the official history of the manufacturer. The receiver thus learns the nature of the artisanship, the richness of the community around the manufacturer and the personal story of the individuals that actually made their gift – most typically often generations old businesses where traditions are handed down from father to son to grandson – sometimes over hundreds of years in Italy.

Thus whenever one receives an EL certified item, they immediately realise they have been gifted an extraordinarily high quality product representing the pinnacle of Italian manufacturing and the epitome of gastronomic wealth. And with this gift the receiver also understands their importance and status in the eye of the giver...and thus their elevation to the relative few that make up the privileged elite that will ever receive an EL certified article in their lifetime.



# THE CHESTS

Even at first glance one can instantly tell that **within our wooden chests – which are exquisite and imposing – awaits something truly extraordinary to be discovered.** These gift boxes have significant visual impact, conveying high ceremonial status to the person to which they are intended and signalling the reputation of their contents.

These mini chests are delicately handmade by arguably the most celebrated and exclusive master wood-turner in Italy – if not the world – whose artisan works exemplify incalculable hours of hand craftsmanship, of aesthetic beauty and the attention to detail that only comes from a small, family-operated carpentry workshop. The wood itself, sourced from the pristine forests of Italy is only ever selected from the first-grade timbers, radiating unspeakable natural beauty that is truly wonderful to behold – especially when on display upon your mantelpiece, in your boardroom or in a glass cabinet. It is within these refined chests that EL presents the exclusive products that bear its certification – all of which are of limited edition and individually numbered. These products include some of the most quintessentially Italian, sought after the world over, such as: bottles of Italian wine, jams, conserves and marmalades, oils, honeys, truffles, chocolate creams, fine Italian jewellery, watches and more. Each product is accompanied with a fine parchment handmade document certifying it as an authentic EL article stating the Italian territory of origin, the manufacturer and their heritage, plus information about the person that made the piece. This parchment scroll is consigned into the chest with the item, for easy incorporation into one's collectibles library. Furthermore, each chest is sealed with wax, so as to secure the unopened item's integrity for the collector...or perhaps more fittingly, to allow one the great pleasure of 'unboxing' their new EL product for the first, indulgent time.



## CLASSIC TIMBER CHEST

Elm Root Wood, Small Chest, 53cm (width) x 31cm (length) x 16cm (depth).

Inner lined with rich woven brocade and has a 24 Karat gold crest on the lid and a holographic seal (with 4° level warranty). Containing:

- 3 litre Magnum of Barbera D'Asti 2009 from the vineyard Ca' Del Grifo, part of a limited edition of just 29 bottles.
- Parchment with map of ancient Italy and description of vineyard with EL wax seal.



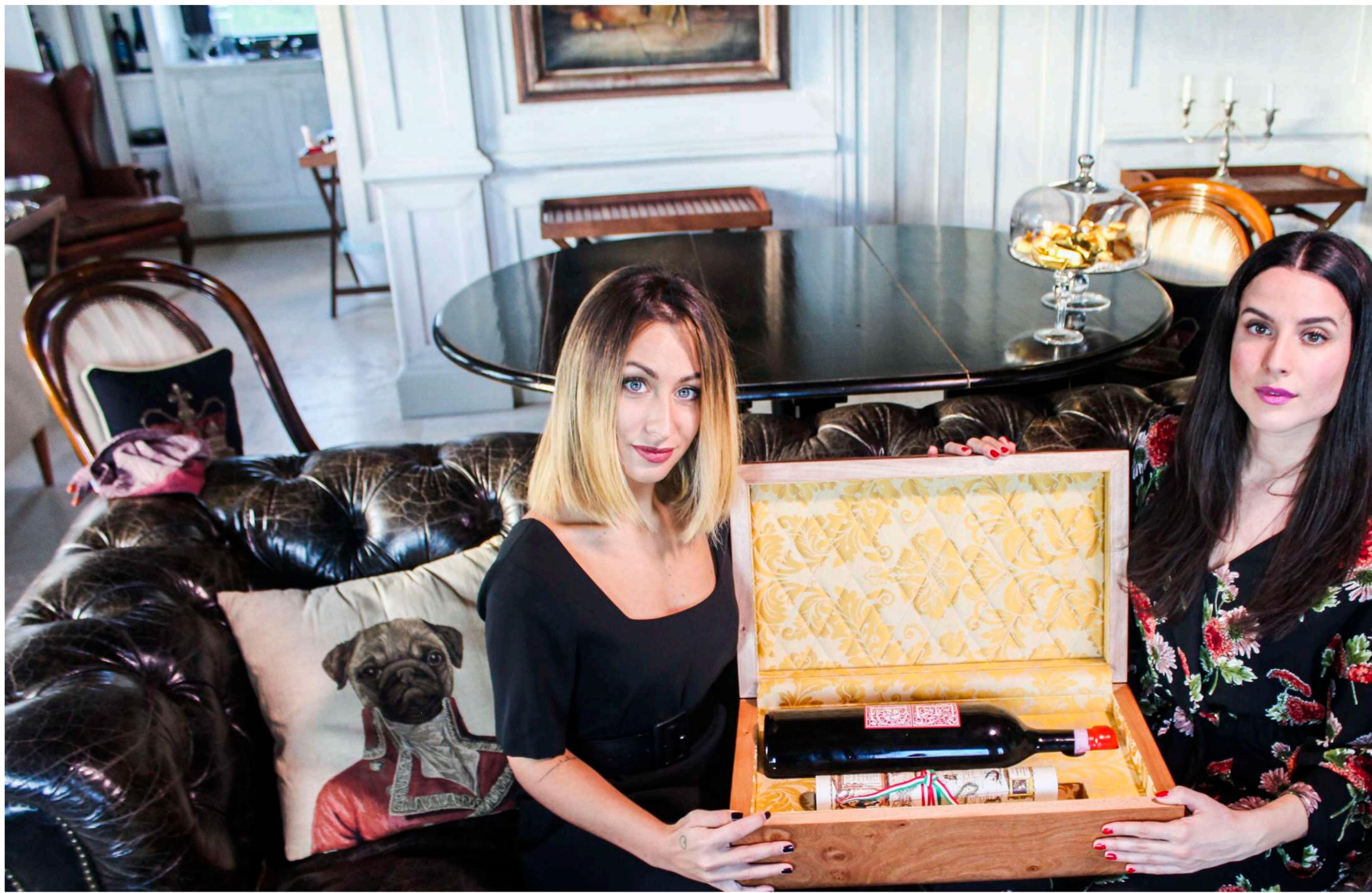
## DIAMOND PARQUETRY TIMBER CHEST

Solid Walnut Wood, Small Chest, 58.3cm (width) x 38cm (length) x 17.6cm (depth).

Inner lined with rich woven brocade and has a 24 Karat gold crest on the lid and a holographic seal (with 4° level warranty). Containing:

- 3 litre Magnum of Barbera D'Asti 2009 from the vineyard Ca' Del Grifo, part of a limited edition of just 29 bottles.
- Parchment with map of ancient Italy and description of vineyard and EL wax seal.











# THE PARCHMENT

All EL-certified goods are supplied with an antique map of ancient Italy and a formal parchment bearing the official EL wax seal, the EL story and a description of the manufacturer, those that made it and the history of the producer. The parchment is placed within the wooden chest gift box alongside the product they endorse.

The EL parchment is a reproduction of the type used in the 18th Century and is actually made of a special paper that provides the same tactile feel and look characteristic of that period. The genuine crimson wax seal traditionally positioned in the bottom-right of the parchment, acts as an attractive assurance of the product's quality and of its genuine Italian origin.



The Sistine Chapel (La Cappella Sistina) is located within the Apostolic Palace – the official residence of the Pope in the Vatican City. The Chapel was originally known as the Magna Chapel (Cappella Magna), but was later given its present name in honour of Pope Sixtus IV (Papa Sisto IV) whom had it restored – an arduous project that took some four years to complete (1477 – 1480). Today the Sistine Chapel houses the Papal Conclave, the process by which every new Pope is elected. It is most famous however, for its magnificent frescoes that decorate its walls and in particular it's ceiling, painted by the leading artist of the Renaissance, Michelangelo; including of course, the outstanding masterpiece The Last Judgement.



Ancient map of Italy



The parchment



Wax seal of EL



Leonardo da Vinci (15 April 1452 – 2 May 1519) was a universal polymath of the Renaissance from Italy. His areas of expertise included: creating inventions, painting, sculpture, architecture, science, music, mathematics, engineering, anatomy, literature, geology, astronomy, botany, writing, history and cartography. He has been heralded the father of archaeology, iconography and architecture and is collectively recognised as one of the greatest painters of all time. Many present-day inventions are actually attributed to the 14th Century genius, including the parachute, the helicopter and the armoured tank. He epitomised the Renaissance humanist ideal.



### EXCEPTIONAL LAND

Bric dei Boschi: the vineyards are located at the rise of a hillside that extends between the towns of Fontanile and Castel Rocchero, at an altitude of some 320 metres above sea level. The fruit's optimal south-southeast exposure and the favourable microclimate ensure optimal conditions for viticulture. The vines are fashioned according to the traditional Guyot method, with a relatively high plant density in order to obtain medium to small grape bunches with a high concentration of extracts and an ideal ripening curve. The practise of pruning green and stagnating bunches considerably reduces yields, thus producing ravishing fruit that is then harvested exclusively by hand; where only the best bunches are selected, placed in a basket then urgently sent to the winery for immediate crushing, ensuring the fruit's full integrity is preserved – a crucial factor in producing fine wines. Cultivating grapes native to an area, such as Barbera, Dolcetto and Moscato, enhances the innate characteristics of the soils...and supports the vital synergy between the land, vines, grape and wine.

### BARBERA D'ASTI

Barbera is an Italian red grape variety – the third most cultivated red variety in Italy in 2000, after Sangiovese and Montepulciano. It produces good yields and is known for its intense colour, its low tannins and its high levels of acid. Vines that are hundreds of years old still exist today in many regional vineyards and allow for production of robust, long-aging red wines with intense fruit and ideal tannic content. The most notable examples carry the official D.O.C.G. quality assurance certification (Denominazione di Origine Controllata e Garantita) that guarantees the variety's authenticity and highest quality. When young, this wine exudes a very intense aroma of fresh cherries, raspberries, blackberries and sour cherries.

## BARBERA D'ASTICA' DEL GRIFO

3 litre Magnum of Barbera D'Asti 2009 from the vineyard Ca' Del Grifo, part of a limited edition of just 29 bottles.

Vitivinicola Baretta is a company whose astonishing story involves a man, his family and a dream he turned into reality. That man is Claudio Vinciguerra, an engineer with a passion for living and for wine, who in 1996 gave life to a new project that he had long been holding close his heart; that project...Ambizioso...his dream vineyard; conceived not only for him, but for his children. Over these sunny, gentle slopes he laid rows and rows of neatly arranged vines, overlooking what is now a magnificent winery that creates fine wines exclusively from the grapes harvested from the property – a property that could only exist in one special place. That place is Fontanile, a village near Mongerrato d'Asti. The vineyard – one of Italy's most rich in character – is surrounded entirely by hills, so it appears as if encircled in a great amphitheatre, the vines forming its steps and the winery the stage upon which is manifested Claudio's ambitious dream, masterfully transformed into exquisite wine. When Claudio bought the vineyard on the 25th of May 1996, it only had three hectares of vines and needed complete renovation. But it was definitely the right land and the soil was impeccable... so much so that he spent his entire life cultivating magic from it; investing heavily into the business, purchasing surrounding land parcels and continually expanding, and so creating an efficient, high quality winery with state-of-the-art facilities producing some of the best wine in the world; achieving both the coveted D.O.C. and D.O.C.G. certifications. Today, Claudio's son Fabio and daughter Daniela run the business along with their mother Anna Maria. Now carrying the baton that belonged to Claudio the 'engineer' (as he was lovingly called), they carry on his passion, enthusiasm and dedication to the winery. Today, their work has become a totally satisfying channel of self-expression and a way of life for the whole family – thereby fulfilling the original intention that Claudio held for his family when he first bought the vineyard. The 2001 grape harvest ushered in a new era for operations, when production was upgraded and the winery successfully accomplished the 'holy grail' of all winemakers; the creation of wine authentically prepared in and true to the Piedmontese tradition, made using modern wine-making technology, under the expert guidance of renowned oenologist Roberto Austa. Within the many pristine stainless steel vats, the miracle of fermentation is precisely thermocontrolled to meticulously tight specifications, ensuring that all varieties are of the finest quality. Ageing takes place in large barrels of Slovenian oak and small barrels of oak sourced from the Allier forests in France, giving the wines their distinguished character, elegance and personality. After the required time, the wines are then lovingly bottled and labelled in house, then control-stored until sold. This unique process provides capacity to store 100,000 litres of fine wines for enjoyment by wine-lovers across the world.



Piccolomini Library (Siena), Volta a Grottesche. The glittering vault decorated with grotesques shows a series of allegorical figures, scenes of pastoral life, bacchanal, marine thiasos and, in the larger squares, two mythological episodes (Diana and Endimione, the Rape of Proserpina). At the center stands the coat of arms of Cardinal Tedeschini Piccolomini, with five half-moons, surmounted by red galero.

# LA CANTINA IN MARE

## Bottles cured in deep sea

The Cellar in the Sea is an innovative and unique wine based in Cesenatico (Forlì-Cesena). The feature that distinguishes this wine from traditional over the world consists in the preservation and refinement process in which they are naturalized their wines. Exploiting the potential of the sea and ancient knowledge rediscovered thanks to a discovery in 2010, it was possible to realize an idea that to many seemed absurd.

A process that uses temperatures, light and silence donated by the Adriatic sea depths allows an optimal conservation of each wine. The atmospheric agents such as tides, the pressure and the swell, The process, whose peculiarity is to be predominantly natural, is characterized by the formation of a layer of shellfish and marine organisms during the course of maturation: the outer cover completely natural protects the wine inside the bottle with improved taste and quality simultaneously. At the end of the curing period, the product is picked up, certified and sold to the customer, you may purchase a genuine rarity that will represent the perfect association between wine and sea.



## Deep Water Wine Curing Timber Chest

### DEEP WATER AGING

From the collaboration with the Cantina in Mare, we have developed two series of chest containing rare bottles of wine, aged barrique and cured in deep sea, at a depth of over 30 meters, for a period of time not less than 6 months.

### WINE JEROBOAM CHEST WITH BOTTLE AGED IN BARRIQUE AND CURED IN DEEP WATER

The chest of wine with Jèroboam aged in the sea is the classic chest of EL with inside a Jèroboam (double-magnum of 3lt) aged in barrique and cured in deep sea by our partner that guarantees us a very limited edition of this type of bottles. The residues of curing in water, consisting of shells, molluscs and sediments that are attached to the surface of the bottle, during its stay on the seabed, will further confer its uniqueness. Each chest will be numbered and will be accompanied by a parchment inside it and a leather booklet that narrates the creation of the product.

### FOUR WINE BOTTLES CHEST WITH BOTTLES AGED IN BARRIQUE AND CURED IN DEEP WATER

The Chest of wine with 4 bottles aged barrique and cured in deep water is a little larger than the classic EL box, to make room for 4 bottles of 0.75lt of wine (Atrum, Adnovas, Candidum, Rosatum, realized with vine Longanesi and Famoso – watch technical sheets below) whose grapes, once bottled, they are aged in barrique and then cured in the sea by our partner in a very limited edition of this type of bottles. The residues of curing in water, consisting of shells, molluscs and sediments that are attached to the surface of the bottle, during its stay on the seabed, will further confer its uniqueness.

Each chest will be numbered and will be accompanied by a parchment inside it and a leather booklet that narrates the creation of the product.

The labels of these bottles are made of marine sediment material and shells, duly treated, give the product an even greater exclusivity.

La cantina del mare

# ATRUM

Vino rosso corposo

## Characteristics / Caratteristiche

**Il riconoscimento da Indicazione Geografica Tipica Ravenna rosso**  
 Alla vista di colore rubino intenso, limido e consistente con ardenti fini e in ciascuna lena 1° e secondari affinati come intesi e complessi spaziosi da finiti di buco in corfetture cacao e liquoriche che con il tempo si fonde e si unisce al gusto di buco di spezie che con il tempo si fonde e si unisce al gusto di buco di spezie che con il tempo si fonde e si unisce al gusto di buco di spezie.

**Red wine obtained from IGT Ravenna**  
 This wine is obtained from the vine plant and consists of only intense and corpulent aromas and especially of cold berry and honey. A little greenish yellow color is to be found in the wine. The wine is obtained from the vine plant and consists of only intense and corpulent aromas and especially of cold berry and honey.

- Production area: Fungano - Ravenna
- Grape variety: 100% Uva Longanesi 50% of the grapes are dried on racks for 20 to 60 days
- Vineyard surface: Ha 5
- Yield per Ha: 100 q.m. (average)
- Growing system: spaced cordon
- Vine density: 1.000 / Ha
- Planting year: 1994 - 2002
- Maturing: 24 months in French oak foudras and minimum 12 months in bottle
- Serving temperature: 16 - 18°C

ATRUM



Burson etichetta nera  
Uva Longanesi Ravenna Igt

La cantina del mare

# ADNOVAS

## Caratteristiche / Characteristics

**Ravenna Bianco IGT-IGP**  
 The "Uve Famoso" is a white wine obtained from 1500/2000 vines autoctone a buca bianca della pianura ravennate, rivalutato dal Consorzio il Bagnacavallo e registrato come "Rambella".

**White Ravenna IGT-IGP**  
 Wine made from "Famoso" grape and regulated by the Italian regulations in 6/15/2009. Famoso is an indigenous white grape variety of the Ravenna district in the Emilia Romagna region, protected and regulated by the local Consortium of Bagnacavallo and registered as "Rambella" wine. "Rambella" is a sparkling wine processed through the second fermentation in bottle with no degorgement. 10 months of reformation are suggested before tasting. Color: veiled, intense straw yellow, persistent and fine perlage. Olfactory: aromatic profile with typical green apple, sage and sambuca flavors. Taste: crisp, intense and persistent, with bitter-sweet finish. Food pairing: seafood appetizers and pasta, grilled fish, caprese salad.

- Production area: Fungano - Ravenna plain sandy clayey soil
- Total dry extract sugar deducted: 2 gr / l
- Grape variety: 100% Uva Famoso
- Vineyard surface: Ha 1
- Growing system: Spurred cordon
- Vine density: 1.000 / Ha
- Planting year: 2007
- Maturing: 10 months of reformation in bottle
- Serving temperature: 6 - 8° C / 47 - 46° F

ADNOVAS



Spumante Metodo Ancestrale  
da Uve Famoso  
a Fermentazione naturale  
in bottiglia in fondo al mare

La cantina del mare

# CANDIDUM

## Characteristics / Caratteristiche

**Ravenna Bianco IGT-IGP**  
 The Uve "Famoso" is a white wine obtained from 1500/2000 vines autoctone a buca bianca della pianura ravennate, rivalutato dal Consorzio il Bagnacavallo e registrato come "Rambella".

**White Ravenna IGT-IGP**  
 These grapes, officially recognized since 1500/2009 by the white berry native vines of the Ravenna valley, are called "Famoso". This wine has been reviewed by Bagnacavallo Consortium and registered as "Rambella". Grapes: Famoso. Color: golden yellow. Scent: soft and intense, floral, light spicy, with hints of pear and rose petals. Taste: intense starting, with a good structure, lightly bitter but well balanced. Food matching: filled hard made from yeast and sharp tasting cheese. Serving temperature: 10 - 12° C.

- Production area: Fungano - Ravenna plain sandy-clayey soil
- Grape variety: 100% Uva Famoso
- Vineyard surface: Ha 4
- Yield per Ha: 80 quintals (average)
- Growing system: Spurred cordon
- Vine density: 1.000 / Ha
- Planting year: 2007

CANDIDUM



Rambella di Uve Famoso  
Ravenna bianco IGT

La cantina del mare

# ROSATUM

Vino spumante Rosè

## Caratteristiche / Characteristics

**Vino rosato da uve Longanesi 100% vitificate in bianco con fermentazione in bottiglia senza sboccatura.**  
 Sono con gli aromi molto lievi e fermentazione con aroma degli assaggi. Vengono aromatizzati alla pianura ravennate, dal quale viene prodotto il vino Burson solo per gli associati al consorzio il Bagnacavallo, nel territorio delimitato dal disciplinare del consorzio. Non per fare della vista di presenza di colore roseo antico e delle sfumature roseo impercettibile e velo di perlage lievi e persistenti. Il riconoscimento olfattivo inteso e avvolgente, e balsamico con ricordi di frutti rossi e buca e lampone. Il gusto è pieno e intenso con chiusura amaricante tipica e in un'armonia con il tempo. Al Bagnacavallo consiglio fatto di gamberetti.

**Rose wine obtained from 100% Longanesi grape with bottle reformation without degorgement.**  
 10 months of reformation are suggested before tasting. Longanesi grape is an indigenous variety of Ravenna district in the Emilia Romagna region, from which "Rambella" wine is made. "Rambella" can be produced only by members of the Bagnacavallo Consortium, within the geographical area delimited in the legislation regulated by the Consortium. Taste: crisp, intense and intense with sweetish finish, typical of the Longanesi grape. Food pairing: grilled shrimp, pastas, seafood pasta.

- Production area: Fungano - Ravenna plain sandy-clayey soil
- Total dry extract sugar deducted: 3 gr / l
- Grape variety: 100% Uve Longanesi
- Vineyard surface: Ha 3
- Growing system: spurred cordon
- Vine density: 1.000 / Ha
- Planting year: 1994 - 2002
- Maturing: 10 months of reformation in bottle
- Serving temperature: 8 - 10° C / 46 - 50° F

ROSATUM



Rose Metodo Ancestrale  
da Uve Longanesi  
a Fermentazione naturale  
in bottiglia in fondo al mare



The Chapel of Saints Peter and Paul, better known as the Pauline Chapel, derived from Pope Paul V, who had it designed, built and frescoed, is a chapel of the Quirinal Palace in Rome. Consecration: 1615

# TORRINI

## Goldsmith Fiorentina Factory

A family of artists and sculptors brings back the heritage to the 1369, when the Trade Mark was registered in Florence.

For a very long time our goldsmith work has been done with passion and dedication. And so is today.

The new technologies have entered the workshop without pushing the traditional technique to the border line: we are still expression of the Goldsmith art crafted tradition, where the human values, high quality and high attention to details are our core business.



## Classic Chest with Florentine Gold Jewellery

Thanks to the collaboration with a Florentine goldsmith family that boasts a goldsmith tradition since 1369, when the brand has been registered in Florence, EL Italy can present in exclusive, within its chests a series of limited edition jewels.

Each of these items will be done on customer specifications

The chains can be of any length and are customized on one of the gold links

The rigid bracelet can be made in two colors or just one color

The rings are modular and can mount stones of various sizes and shapes or colors

On every jewel can be written a name, a date or something on request.



## Personallisation

Please let us know if you would like to personalise your order. After payment, please email us at: [info@el-italy.it](mailto:info@el-italy.it)

## How to Order

You can order by email to: [info@el-italy.it](mailto:info@el-italy.it) ensuring you include the:

- product code
- number of units
- and attach the payment receipt

Please note that for all orders:

- the product is sent only after full payment is received
- shipping costs are not included
- customs costs/duties are not included
- if payment is in any currency other than Euros, you will be liable for any exchange rate and payment transaction fees applied

## Delivery Time:

Please bear in mind that these are artisan products. You will receive an estimated delivery time at the moment you pay for your order; however it is only a rough estimate and actual delivery is dependant on any personalisations, availability of raw materials and the manual labour time required of the craftspersons that hand make your order. Please allow up to three months. For this reason we recommend ordering EL products well in advance of when they will be needed.

VAT number: 02758730424  
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CIN: Q  
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