

Case Study: Grappa - The Revival of an Italian Spirit

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Abstract: *This case study explores the revival and global recognition of Grappa, a traditional Italian spirit made from grape pomace. It examines the historical context, production methods, marketing strategies, and key factors that contributed to the resurgence of Grappa in the international market. The study also highlights the challenges faced by the industry and provides insights into its future prospects.*

Keywords: Grappa, Italian spirit, production methods, marketing strategies, challenges, future prospects