

PALLINI COMPANY THE NAME FOR LIMONCELLO



PALLINI

FOR 150 YEARS, PALLINI HAS BEEN DRIVING A PARTICULARLY ITALIAN TAKE ON THE LIQUEUR SECTOR.

THE NAME FOR LIMONCELLO

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Even if you look at the numbers alone, it is clear that the Pallini Company is something special. A family-owned company that has just celebrated its 150th birthday, Pallini is Italy's one and only pure producer of liquors and syrups, creating 3 million litres of those products a year.

Beyond those already impressive numbers and scale, there is something else special going on here. Despite the size of its industrial operations, Pallini is a company that still has an appreciation for the artisanal. So when we talk to Dr Micaela Pallini, the President and CEO of Pallini Company, she can not only talk to us about their industrial capability, but she is also able to point us to their ability to do things by hand.

"The pillars of our company have always been quality and service, and this is what the company really stands for at a business level," Pallini tells us.

THE AUTHENTIC EXPERIENCE

For Pallini the keyword is "authenticity".

"What we say on the bottle is who we are," she says. "We have tradition, history, and quality behind us. We keep to our word and take a lot of pride in this."

That sense of tradition, history and artisanal thinking does not mean the Pallini Company is stuck in the past. Far from it – Pallini tells us that innovation has been a key part of the business's work over the last decade.

"The liqueur production world is not a very crowded marketplace, but at the same time it is, which makes it a more limited world compared to, for instance, distilled spirits," Pallini explains. "To stand out from the crowd you need to be able to work on new projects, and that is not always a matter of coming up with new packaging or products but of finding innovation in the products where you are already leading the market."

For the Pallini Company that product is limoncello. Limoncello took off towards the >>



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Dr. Micaela Pallini,
President & CEO,
Pallini Company.



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Born in 1953 in Parma from the Bormioli family's vision, Cerve Group has become a benchmark for premium glass decoration. For decades, we've partnered with leading fashion and lifestyle brands to transform glass into a canvas for creativity.

Our expertise spans multiple techniques, blending tradition and innovation. Among our specialties: screen printing, frosting, hot stamping, and sublimation—each chosen to elevate your brand's identity with precision and elegance.

Among our most celebrated partnerships is Pallini Limoncello, a collaboration that has endured for decades. These bottles are instantly recognizable: first frosted for a refined matte finish, then screen printed with classic and elegant design—a design that embodies Italian heritage and craftsmanship. This signature look has become a timeless symbol of quality and authenticity.

In addition to Pallini, we proudly decorate for other iconic names, including Amarena Fabbri and Nutella glasses, reinforcing our reputation as the go to partner for brands that demand excellence.

Our capabilities expanded in 2018 with the acquisition of Technoglas, integrating glass production and decoration under one roof. Today, our advanced single section IS machine, combined with a custom flame polishing system, enables low MOQs and limited edition runs with just two moulds—ideal for exclusive collections and reduced tooling investments.

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PALLINI COMPANY

end of the 90s, particularly in the Italian market. So, as Italy grew to become one of the most popular tourist destinations worldwide, Pallini was able to market to those tourists, opening up new international markets.

“Lemon is a popular flavour, so when we saw real growth interest in limoncello abroad, we invested in high-quality packaging and in sourcing the best lemons Italy has to offer,” Pallini says. “That also links to the history of our family, because both my grandfather's brothers married to family's from the Amalfi coast, Italy's lemon-growing country, and we still have a small production site and hospitality venue there.”

The company has also demonstrated a capacity to adapt to change. With its growing market among tourists in Italy, duty free became a significant part of the Pallini Company's income, which meant the Covid-19 pandemic presented a particular challenge. >>

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Tapi Group is a global leader in the design, production, and distribution of innovative closure solutions, combining product expertise and industrial excellence with a strong international vision. Acquired in February 2023 by British private equity firm Stirling Square Capital Partners, the Group continues to reinforce its long-term growth strategy and global presence.

Renowned as a world leader in bar-top closures for the premium spirits sector, marketed under the brands Tapi and Delage, Tapi Group also serves the wine, beer, condiments, and cosmetics industries. Its solutions are developed to meet the highest standards of performance, aesthetics, and sustainability, supporting brands in enhancing both product quality and identity.

Together with Ganau, Tapi ranks as the third-largest global producer of micro-agglomerated closures for the spirits and wine industries, continuing to set industry standards on an international scale.

The Group employs more than 900 professionals representing 14 nationalities, serving over 5,000 clients in 80 countries worldwide. Tapi Group's global footprint includes manufacturing plants, commercial offices, research and development laboratories, and an extensive distribution network across Europe and the Americas, ensuring close collaboration with customers and responsiveness to local markets.

Tapi is a trusted partner of the world's top ten spirits groups and develops more than 1,000 projects each year. Among its valued collaborations is Pallini S.p.A., a historic Italian liqueur producer and a symbol of excellence in the spirits sector. The partnership reflects a shared commitment to quality, heritage, and innovation. As two Italian companies, Tapi and Pallini work side by side to promote Italian-made products globally, celebrating craftsmanship and reinforcing the value of Made in Italy.

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“It meant we were not just losing out on the closed on-site trade, but also the 30% of our volumes that came from duty-free traffic,” Pallini recalls. “It took two-and-a-half years to get that back.”

STRENGTH THROUGH RELATIONSHIPS

The Pallini company adapted by bringing new products to the market, such as its new non-alcoholic limoncello product that was released during the height of the pandemic.

“That helped our business transition into new markets and remain positive even in the months that Italy was in lockdown,” says Pallini. “However, another issue was that we also work as a bottler

and develop liquids for third-party brands. One of these clients saw a sharp decline in their business, so we had to find other areas to concentrate on.”

Adapting to a changing environment like this means that Pallini Group needs close relationships with its clients, but it also means it needs to be in close communication with its suppliers.

“We have built strong, lengthy relationships with our

suppliers,” Pallini says. “Our choice of suppliers is not just price-based, but is primarily about quality. We look for suppliers that are consistent on quality and drive innovation. One such supplier is Tapi Group, who have been key to our growth.”

One example that is illustrative of Pallini Group’s supplier relationships, Tapi Group has grown alongside the Pallini Company, stepping up its production as demand has grown, now at a level of 2 million bottles a year.

“We always try to maintain our relationships with the suppliers that helped us, collaborating with them,” says Pallini. It is about whether we can rely on them and how they respond to quality problems.”

As Pallini points out, everyone in the manufacturing sector encounters issues sometimes, but what the company values about suppliers like Tapi Group is that when it happens, they will work with the Pallini Company to find innovative solutions.

“When I was in procurement, one of my first jobs in the company was working with Tapi



Group. We started working with the Tapi Group at more or less the same time, and they have provided a lot of interesting solutions for us,” Pallini says. “They are a very supportive partner.”

“IN A TIME WHEN YOU NEVER KNOW WHERE THINGS COME FROM, WE TRY TO SOURCE EVERYTHING WE CAN FROM WITHIN ITALY.”

AN ITALIAN NETWORK

Another thing that Pallini Company’s partners have in common is their origins. Pallini is passionate about working with Italian companies, whether she is talking about raw material providers or bottling line manufacturers.

“In a time when you never know where things come from, we try to source everything we can from within Italy. Currently, 90% of what we buy, we buy from Italy,” Pallini says proudly.

It is, ultimately, a core part of the Pallini Company’s identity.

“Pallini is a company with a history, and like every historical company, we’ve had our ups and downs, but we have always had the pleasure of being supported by our chain of suppliers. We have established personal relationships not just with company owners but throughout those companies,” Pallini says.

Of course, the other resource that the Pallini



Company is searching for in Italy is human resources. Their business is based in Rome, a city known for many wonderful things, but not considered a strong centre for industrial work.

“It can be a challenge to find and involve people from the younger generation,” Pallini says. “We are a mid-sized company, we can’t compete with high-end tech companies for salaries and benefits. So what we do is involve people in projects that make them feel like part of a team with a very short chain of command and an open-door policy.”

WHAT’S IN A NAME?

You don’t go for a cola, you have a Coke. You don’t drink a triple sec liqueur, you drink a Cointreau, and if Pallini has her way, in the future, customers who want a limoncello will ask for a Pallini.

“We take pride in what we do, and you can taste the difference,” she says. “The key is to work along the line of limoncello innovations. We are now offering a range of ready-to-drink cocktails in a can, as well as non-alcoholic limoncello, alongside a new range of non-alcoholic liqueurs and ready-to-drink cocktails we’re currently developing.”

Pallini is excited for the new prospects her company has in the pipeline, including collaborations with chocolate producers, as well as building a more impactful position for its limoncello products in bars and duty free outlets. ☺

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