



NICCOLO' BRANCA KNIGHTED FOR SERVICES TO INDUSTRY

Another prestigious award for the Chairman and CEO of Fratelli Branca Distillerie, the Milanese family firm that for over 166 years has introduced Italian values to the world.

Rome, 9 June 2011 – *"It was with great pride and joy that I heard I was to be knighted for services to industry", says Niccolò Branca at the Induction Ceremony of the Federation of Knights of Industry. – "The award recognizes what the company represents today, its history of major achievements, unique products and quality, that put it among the Italian companies that excel. It is an award for work accomplished, fruit of the dedication and passion that I, along with all my colleagues, try to bring to every day's activities. Branca has always sought to bring Italian quality and Italian values to the world and will continue to do so in the future".*

Niccolò Branca is Chairman and CEO of **Fratelli Branca Distillerie** and of the holding company **Branca International**, representing the fifth generation of the family that has owned the business for 166 years. His leadership has been marked by effective entrepreneurialism and the passion shown in guiding Fratelli Branca Distillerie Srl and its Argentine subsidiary Fratelli Branca Destilleries SA to stronger and better consolidated positions in **international markets**.

He launched a range of effective initiatives – from innovation in the portfolio of products, to a revamp of company structure, from the introduction of highly skilled managers to creation of a dedicated export structure, not forgetting the development plans for strategic markets such as the U.S.A, South America and Northern Europe – all of which, along with considerable investments in Research and Development and constant focus of product quality, have enabled the firm to achieve major objectives: presence in over 160 countries worldwide and turnover which is over 50% generated by exports (over 70% by volume). The company brands are recognized and appreciated the world over for their quality and excellence.

For his entrepreneurial and managerial achievements in Argentina, in June 2007 Niccolò Branca was awarded the title **Honorary Professor by the Universidad del Salvador, Buenos Aires**, where he periodically lectures in Economy.

Niccolò Branca has also received numerous awards for entrepreneurialism: The **Premio Risultati 2007**, sponsored by Bain&Company, Il Sole 24 Ore, the Central Balance Sheet Data Office and University L. Bocconi, he was one of the three finalists for the award **Ernst&Young Entrepreneur of the year**, in the categories **Global** in **2008** and **Finance** in **2009**. In July 2010 he was nominated one of the **Italian entrepreneurs who have done their country proud** by the magazine *Capital*, receiving the **libro d'oro dell'imprenditoria italiana** (award for entrepreneurs).

Niccolò Branca has a **holistic vision of the world and the world of knowledge**, a vision he has also expressed as editor of the series "Science, technology and wisdom" published by Nardini and by sitting on the boards of many cultural associations.

"I think a fundamental rule of life is that everything one does must be done with passion, with professionalism and tenacity, with a feeling that one is contributing to building something bigger

than oneself. Work based on sound principles and a proper sense of one's role creates a greater good and this wellbeing affects not just the worker, but also those around him or her, in the local community, the country ...and the whole world! Everything is made up of micro-inputs. This is the motivation that I think we all should be aware of: we should feel responsible for something bigger achieved through our contribution, something that adds value to the community, remembering that results and recognition may not come to us. This is my approach to work and this is the spirit I try to encourage in my daily interactions with collaborators."

Contact

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Fratelli Branca Distillerie s.r.l. (www.branca.it) is a privately owned company, wholly controlled by the Branca family, and well established Italian leader of the spirits sector since 1845. The company has a presence in more than 160 countries and competes with success, in Italy and abroad, with multinational companies. The portfolio of successful company products are long established in their markets, with brands such as: Fernet-Branca, Brandy Stravecchio Branca, Brancamenta, Borghetti Caffè and Sambuca, Candolini Grappas, the Sensèa single-variety line of grappas, the famous vermouths Antica Formula, Punt e Mes, the Carpano classic vermouths, Villa Branca olive oil and wines and Bellarco spumante. All of the company's products are known for their heritage and their excellence. Production is concentrated in Italy (Fratelli Branca Distillerie, Via Resegone, Milan) and in Argentina (Fratelli Branca Destilerias S.A., Tortuguitas/Buenos Aires) where the company's Fernet-Branca is the absolute market leader in the sector.

The Chairman of Fratelli Branca Distillerie s.r.l. is Niccolò Branca.