



Company Name

Animo wine – cocktail

Date of Interview

26/07/2021

Contact Person

Celeste Porrari

Email

Title



Location: Ascoli Satriano is a very small village in a very rural area of Monti Dauni (Northern Apulia, the mountain part of the region). Ascoli Satriano has 6 thousand of inhabitants and is one of the most densely populated of the area. There are not so many opportunities here, especially for young people. The depopulation rate is high as well as youth emigration.

Celeste Porrari is a young entrepreneur from Ascoli Satriano, a village of six thousand inhabitants located in the Monti Dauni. He has been running a wine/cocktail bar since 2016, with a mission to focus on local and southern Italian wine excellence. In the summer of his last year of high school, thanks to a summer job in an entertainment club in the village, he discovered a passion for cocktails. A year later he attended the bartender course in Naples, taking the exam and obtaining the certificate. Immediately after obtaining the certificate he decided, like many of his peers, to leave the country and move to northern Italy to work in nightclubs. After this first experience away from home he decided to move abroad for the desire to know new realities and different ways of conceiving the world of cocktails, in Edinburgh and then in Amsterdam. Starting from the bottom also allowed him to improve his communication skills with customers, which is fundamental in this sector, and he was able to learn how to manage a nightclub.



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Celeste Porrari

WHAT WAS THE TRIGGER FOR YOUR BUSINESS OR ENTREPRENEURIAL IDEA?



This experience came about a bit by chance, after working in Amsterdam, I wanted to go and work on cruises, but as soon as I got on the ship I realised that this world is desecrating, with absurd shifts and rhythms. After returning to Ascoli for a short period of reflection, my parents urged me to stay. In fact, there was no nightclub in Ascoli and the surrounding towns that offered cocktails of a certain level or selected wines. In these countries, the nightclubs are Italian-style bars where young people gather, but there is no cocktail culture. With a bit of madness, I decided to start my own business with the experience I had gained abroad. It was a virgin sector, there were no other competitors. This could be a strength but

also a great weakness.

I decided to exploit a property owned by my family located in the characteristic medieval old town of Ascoli Satriano. I wanted to give a special and different touch to my business, focusing on local raw materials, as for the selection of wines, I push only local ones or at most from southern Italy, as for cocktails I use local products such as elder flowers, a plant native to the Daunian mountains, or other local spices. I have recently started making liqueurs with local products such as sour cherries, bay leaves, lemons for limoncello, etc.

WHERE DID YOU SOURCE THE MAIN SUPPORT AND RESOURCES (Eg. Grants And Other Support)?



Initially I looked for public funding for youth entrepreneurship, but the bureaucratic times were too long and delayed the opening of the business too much. I invested my savings and had access to a loan with the bank. On the one hand, I was lucky in that I already owned the building and therefore did not have to pay rent.



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Celeste Porrari



What were the **main obstacles** or barriers encountered?



Doing business, especially when you are young and in an unfamiliar sector, is a challenge. The biggest barrier I encountered was obstruction with the municipal administration. I think it is a sad and negative thing for a country to do everything possible to hinder the work of a young person who has decided to undertake an activity to enhance the historic centre and its excellent products. Relationships with municipal administrations are always difficult if you don't have connections, and unfortunately I don't. It's frustrating to go to the municipality to ask for a job. It's frustrating to go to the municipality to ask for authorisation and be treated superficially. Even the other bars in the town have turned against me because the place has immediately become a meeting place for young people but also for older people. But I didn't give up; on the contrary, the more they went against me, the more I found the strength to carry on.

How **successful** has it been?



In spite of all the problems I have had, the business has been a great success in terms of customers, not only from the village but also people from neighbouring villages. In order to differentiate myself from the others, I always try to educate and inform the customer about the product, offering and explaining to them the products used, also the use of handmade liqueurs with local spices are very successful. By offering selections of quality spirits and liqueurs, it is essential to educate the customer, who otherwise would have no incentive to consume a quality product from a poorer one. Many bars in the village have started to expand the range of quality products as customers have demanded it. This is a small satisfaction.

The greatest satisfaction was that after the opening of the bar and the long battles with the administration and the other shopkeepers, today many bars have started to offer cocktails and have even opened another bar not far from mine.



I think that all things succeed better if done in collaboration with others. I can only say that my success is the result of working together. At the beginning of the business, the great help that allowed me to start the business was the presence of two young employees, Potito and Michele, who with great professionalism were able to handle all situations. This has allowed me to be recognised as a professional place, where the customer is treated in the right way. This is not something that can be taken for granted here in our area, as the town is small and not much attention is paid to professionalism and customer care, partly because the waiters are often young and inexperienced and the owners do not sell customer service as a factor in the success of a hospitality business. In reality it is fundamental. I wanted to differentiate myself in this too. I couldn't have done it without the collaboration of Potito and Michele, who are very professional and capable. Michele discovered a passion for cocktails and now works as a bartender in a nightclub, but unfortunately in northern Italy. I think an important factor in keeping young people in mountainous and rural areas or getting them to come back is collaboration between them.

