



*Below:
Andrea Bombarda,
Director of Sales for his
family owned company,
Acetum of Cavezzo
(Modena)*



Even Balsamic Vinegar of Modena paid a high price in the rubble left behind by the earthquake. <<We lost more than 100 thousand liters of aged product>>, explains **Andrea Bombarda**, responsible for sales at his family owned company, Acetum of Cavezzo, leader in the production of Balsamic Vinegar of Modena and of the precious Traditional Balsamic Vinegar of Modena, still the most traditional with its 70 million euro of revenue. Images of the gutted tanker spread around the world. <<Before the 29th of May we had three establishments, after the earthquake, we were left with one, which was in very bad condition>>. The historic cellar of Motta was completely destroyed and still to this day we have hundreds of barrels with product worth tens of millions of euro obstructed under debris. We worked under tents while the establishment was being reconstructed, working long hours including Saturdays and Sundays. Afterwards, the production and ageing were transferred to the new building.

The total damages incurred are a total of €12 million, despite this, the shipments all around the world were never interrupted and in August we reached record high sales and hired an additional 5 employees. <<Up until now all damages were paid out of our pocket, we could not afford to wait around for help>>, he concludes <<although the tragedy hit hard, we are thankful because no one was hurt, we did not lose work nor the market. This was a miracle>>.