

The World's Leading Limoncello Brand

An Interview with Dr. Micaela Pallini, President and Chief Executive Officer, Pallini Company



Dr. Micaela Pallini

EDITORS' NOTE Dr. Micaela Pallini is the President and Chief Executive Officer of Pallini Company and has been involved in the company for the past 15 years. Prior roles at the company include Director and Head of Production. When she began at Pallini, she utilized her background in chemistry to work with and improve upon existing family recipes in an entirely new way. Analyzing the composition of the recipes, she conceptualized and created fresh flavor profiles by introducing compatible ingredients for the enjoyment of Pallini consumers worldwide. As the first woman to oversee Pallini, not only is she transcending gender borders at Pallini, but she also plays an active part in influencing other Italian businesswomen as a member of *Femminile Plurale*, an organization that advocates for the promotion of women in business in Italy. In addition, she was elected President of *Federvini*, the Italian association of wine and spirits producers. Pallini holds a Doctoral Degree in chemistry from Roma Tor Vergata University in Rome, Italy.

DISTILLERY BRIEF Pallini Limoncello (limoncellopallini.com) is a natural liqueur that has been crafted by the Pallini family in Italy. The Pallini family has been making super premium liqueurs since 1875 when Nicola Pallini founded their first shop and distillery in Antrodoco. The limoncello is made from prized, Sfusato lemons, exclusive to the Amalfi coast. The handpicked lemons are infused immediately so their freshness and flavor are delivered in every bottle.

Will you discuss the history of Pallini?

Pallini was established in 1875 by Nicola Pallini, my great-great-grandfather, exactly 150 years ago this year. We took our first steps in the small village of Antrodoco – a town one hour east of Rome. In 1922, my great-grandfather decided to move to Rome, where we soon became the capital's leading liqueur producer. Today, we are the city's only remaining distillery. Pallini began exporting its Limoncello to the U.S. in 1999, leveraging the many contacts my father had. Around the same time, I joined the





company and started working on product development, perfecting our recipes thanks to my background as a chemist (Doctor of Chemistry). The company has changed significantly since then, doubling its sales revenue and production volumes. It is now led by my cousin Luca and me – members of the fifth generation of the Pallini family. In 2021, we introduced the world’s first non-alcoholic limoncello, Pallini LimonZero. In 2023, Pallini Limoncello was officially recognized as the world’s #1 limoncello, according to IWSR data. Hopefully, there is even more to come.

How important has it been to maintain a family culture for Pallini?

Maintaining a strong family culture is one of the key factors in the brand’s success. Our family’s culture, heritage, and values have been crucial to the brand’s identity. Pallini is a 150-year-old company, celebrating this important milestone in 2025, and our family name has always been a guarantee to our customers that Pallini represents quality, service, and an authentic story. We are the only remaining distillery in the city of Rome, and our ties to our roots and origins remain very strong.

Will you provide an overview of Pallini’s offerings?

Pallini offers an interesting range of products in the Limoncello industry, although not all

are exported to every country. We have developed several items, including Pallini Limoncello (a regular liqueur, 26 percent ABV) – now the #1 limoncello in the world – and the world’s first non-alcoholic limoncello, Pallini LimonZero. Additionally, in the U.S., we have a co-marketing partnership with a company called Great Spirits Baking which sells cakes infused with Pallini Limoncello, including loaves, slices, donuts, and more.

Will you highlight Pallini Limoncello’s global footprint?

Pallini Limoncello has become the world’s leading Limoncello brand, with a market share of over 15 percent. We are distributed in more than 70 countries, with our main markets being Italy, the U.S., Germany, the U.K., the Duty-Free/Travel Retail segment, the Balkan region, and South Korea. Over time, the brand has won numerous accolades, and we take pride in being the Limoncello brand with the highest number of medals. We continue to innovate and elevate our brand. In 2024, we introduced a new, upgraded premium bottle with a more elegant and slender look which was very well received. Pallini Limoncello Spritz is our signature cocktail, and we have major plans to promote it worldwide, both on and off-premise. Keep an eye out for our signature yellow spritz glasses.

How do you describe Limoncello to people who may not be familiar with the liqueur?

Limoncello is a traditional Italian liqueur made by infusing lemon peels. It has a sweet, citrusy taste with a slight bite on the sides of the mouth which comes from its acidic components. Its delicate, sweet flavor is largely influenced by the lemons used in production. Pallini Limoncello is made with unique, geographically protected Amalfi Coast lemons called Sfusato. These lemons grow for up to 12 months and are closer in size to grapefruits with thick, aromatic skin rich in essential oils. We call them “bread lemons” because they are the only lemons you can eat like an apple due to their higher sugar content in the skin. Traditionally, Limoncello is served as a *digestif* after dinner in Italy. However, in recent years, it has gained immense popularity with the rise of the Pallini Limoncello Spritz, which can now be seen all over Rome.

What are your priorities for Pallini Limoncello as you look to the future?

Pallini holds a 15 percent global share of the Limoncello segment, making us the leading Limoncello brand worldwide, both in terms of value and volume. Our goal is to become the absolute leader with a 30 percent market share within five years and to expand our presence in regions such as the Far East and Africa. ●