

**WINGSBERT HOUSE**  
by Aliberti

*The brand of Food, Wine  
and Well-being*

Dr. Andrea Casadio - Prof. Alberto Grandi

# In Wine Felicitas

Manifesto for a full (and happy) Life



**Wine** doesn't just contain alcohol: it holds a bit of **happiness, memory, and conviviality**. Yet among all the modern fears – from gluten to social media – one is gaining more and more followers: the fear of alcohol. Not the kind doctors tackle with data and statistics, but the kind spreading among ordinary people who, between a celery juice cleanse and an anti-cancer meditation, recoil in horror if someone dares to order a glass of wine with a plate of pasta.

Through a series of myth-busting efforts – armed with scientific research and historical anecdotes – **Dr. Andrea Casadio and Professor Alberto Grandi explore the risks and benefits of wine and alcoholic beverages, and even non-alcoholic ones, for our health**. Science has worked hard to clarify things, and so far, no study has ever concluded that moderate drinking is worse than total abstinence. In fact, we'll discover that there's no such thing as "zero risk," and that teetotalers, therefore, can't sleep entirely soundly.

But above all, we'll learn one key truth: health isn't just the absence of disease – it's also the presence of pleasure, social connection, and emotional balance. In short, well-being isn't measured only in milligrams per deciliter. **What truly matters is moderation, wisdom, and the ability to enjoy things without being ruled by them**.

So yes, let's raise our glass – not to defy science, but to honor our humanity.

**Release:** July 30, 2025  
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**Size:** 14x21 cm  
**Pages:** 144  
**Price:** €14,90



### ANDREA CASADIO

Physician, journalist, and television writer. A former university lecturer and neuroscience researcher at Columbia University in New York, he contributed to memory studies that helped Eric Kandel, head of the laboratory, earn the Nobel Prize in Medicine in 2000. He has worked as a TV writer and correspondent for various programs (Fame d'amore, Sciuscià, Annozero, Servizio pubblico, Piazzapulita, Turisti per caso), and in 2023, he published *Eat, love, drink* with Wingsbert House.



### ALBERTO GRANDI

Associate Professor of Food History at the University of Parma, where he also teaches European Integration History. He is the author of over fifty works, including scientific articles and monographs published in Italy and abroad. For Mondadori, he has written several bestsellers: *Invented Designation of Origin* (2018), *Speak While You Eat* (2019), and *Italian cooking doesn't exist* (2024).

*From the same author*

## Eat, Drink, Love

**Science Says: Health Obsession is Bad for Your Health**



**Release:** November 15, 2023  
**Isbn:** 9788899276614  
**Size:** 14x21 cm  
**Pages:** 352  
**Price:** €19,90

Finally, a book that takes aim at all the “fads” and **fake science** trying to turn our lives into one long, endless penance – when it comes to eating, drinking, and even loving.

This volume is a sharp, ironic, and provocative indictment of the cult of “healthy living and beauty.”

According to Casadio, most of it is nonsense – or worse – and he proves it with science. He shows us how to read **medical studies** and research for what they really say, rather than what certain people want us to believe.

**Diets, prohibitions, strict rules, self-imposed disciplines – all put to the test under the neuroscientist’s lens.** The result? Almost nothing of their supposed effectiveness remains; on the contrary, their harmful effects often emerge.

**Casadio’s recipe is simple and direct: eat, drink, love. In other words, live with lightness, sincerity, and awareness. Science itself will prove you right.**



HARRY'S BAR

Arrigo Cipriani

# In Praise of Hospitality



**Release:** November 16, 2017  
**Isbn:** 9788893232005  
**Size:** 14x21 cm  
**Pages:** 112  
**Price:** €12,00

## **The rules of hospitality signed by Arrigo Cipriani.**

Because Italy must return to being not only the most beautiful country, but also the most hospitable in the world.

**This book is a manifesto.** An elegant manifesto, in the style of its author, Arrigo Cipriani. But no less combative than any true manifesto must be. Cipriani is one of the best-known Italians in the world. He is not only the patron of Harry's Bar in **Venice**, but a true ambassador of Italian Style hospitality across the globe, with his 27 ventures opened over sixty years of work (in recent years alongside his son Giuseppe) and more than 3,000 employees.

The message of this manifesto is clear: tourism – which in Italy is worth no less than 70 billion euros per year and, together with its related industries, represents nearly 12% of the entire GDP – is hospitality. Not exploitation of the customer, as all too often happens in our country.

**Hospitality is a talent, a virtue, as well as a culture.** A talent that Italians once historically possessed more than any other country in the world, but which we have progressively lost. This is Arrigo Cipriani's warning, as he remains faithful to a few fundamental rules. The first: to put the client at the center. This means treating them, not as a simple tourist (a word now ambiguous and at risk of negative connotations), but as a guest. Respect, therefore, above all, and care for the guest arriving in our land. In practical terms, it means offering a service, in any situation or place, that is professional on one side but never lacking in human warmth.

It is precisely from the most beautiful city in the world that a rebirth of Italian hospitality for all who come to visit it can begin. Profoundly reforming the way tourist services are offered in Venice is a task Cipriani entrusts to the young: they have fresh energy, but must combine passion with dedication. Dedication and passion are the vital union that allows one to devote sixty years to satisfying customers.

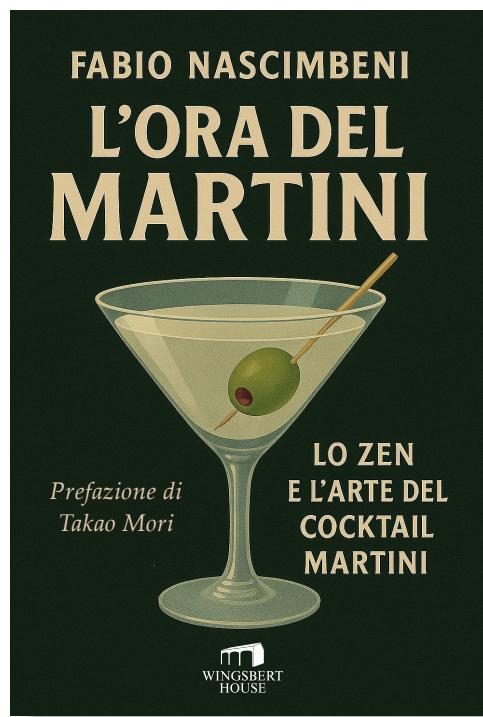
## **ARRIGO CIPRIANI**

Arrigo Cipriani was born in 1932. Harry's Bar in Venice was born in 1931. The father of both: Giuseppe. Arrigo, a tavern keeper (as he likes to define himself) and writer, has run Harry's Bar for 65 years. He has written eleven books – twelve with this one. He loves life, which he calls "a luxury gift." For his death, he has already prepared the inscription for his tombstone: "I'm with God."

Fabio Nascimbeni

# The Martini Hour

Ceremonies and meditations against  
the wear and tear of contemporary drinking



**The Martini Cocktail** has been described as the “king of cocktails”, a “philosophy of life” and a “prism of alcoholic culture full of wisdom and superstition”. Politicians, artists, intellectuals, **no one is immune to the charm of the Martini, and at the same time so much has been written on the subject**: from academic essays to glossy recipe books, investigating the cocktail’s myths of origins, evolution, ingredients and recipes. This book, written by a passionate Martini drinker is something different than the typical Martini Cocktail book. By borrowing some concepts from **Zen philosophy**, we try to demonstrate how something as mundane as a Martini Cocktail, if prepared, order and imbibed with care and respect, can be a way to walk a – tipsy but steady – wisdom path.

The first part of the book explains what a Martini Cocktail is in terms of ingredients, preparation and especially investigating the mystique of the drink through its presence in movies, books and pop culture, and why it has become such a **universal symbol of sophisticated drinking**.

The second part presents four meditations, to be ideally accompanied by a chilled drink, connecting the Martini and its characteristics to some Zen concepts.

The last part of the book is dedicated to the ceremony of the Martini Cocktail. By commenting the rituals of great martinians throughout history, from master bartender Arrigo Cipriani to aficionados like Luis Buñuel or Kingsley Amis, we review the ritual aspects of preparing a Martini. The epilogue explains why, in the present times of Spritz invasion, **it is important to follow the Martini path, going back to a way of drinking with awareness, moderation and gratitude**.

**Release:** 2025  
**Isbn:** 9788899276843  
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**Pages:** 176  
**Price:** €17,90

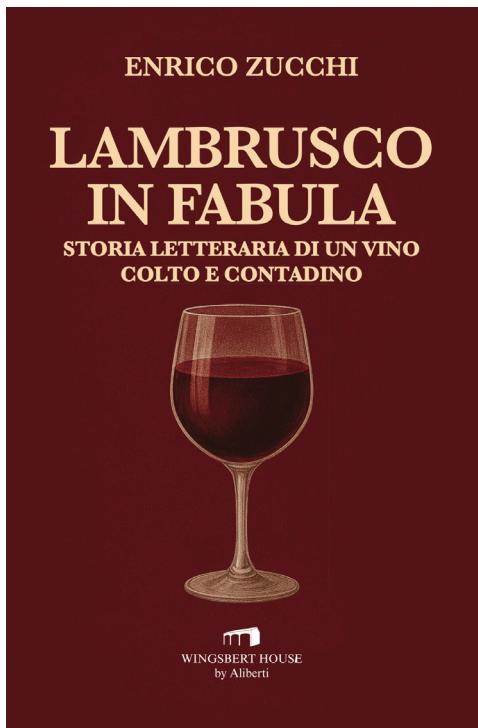
## FABIO NASCIMBENI

When he's not working on education, technology, and international cooperation, he devotes himself to drinking and writing about Martini cocktails, which he's ordered in bars all over the world, documenting it all on his blog [www.themartinihour.blog](http://www.themartinihour.blog). Every self-respecting Martini fan is convinced that they prepare, order, and drink a Martini cocktail. Martini represents a ceremonial moment capable of elevating us, through thought even before the alcoholic intoxication, a little higher than normal, and an antidote to the contemporary wear and tear of the cocktail world.

Enrico Zucchi

# Lambrusco in fabula

A Literary History of a Cultured yet Rustic Wine



Written with an engaging, accessible style for the many enthusiasts of wine and gastronomy who view wine not merely as a beverage but as a true cultural product, this book recounts **the literary history of Lambrusco**, tracing a path through poetry, prose, and theater from the sixteenth century to the present day.

From the first allusions to labrusca vitis in Latin poetry and treatises, to the enological literature of the Middle Ages and Renaissance – where the gradual domestication of the wild vine is revealed, capable of producing a sharp wine valued for its coloring properties and therapeutic benefits. This investigation demonstrates not only the constant and lively fascination Lambrusco has exerted on Italian literature, positioning itself more as a cultural object than a mere drink, but also how it has always been represented as a curious and paradoxical crossroads. Here, the rural world and the literary universe found a felicitous synthesis of rustic simplicity and artistic refinement.

**Release:** September 24, 2025  
**Isbn:** 9788899276836  
**Size:** 14x21 cm  
**Pages:** 112  
**Price:** €18,90

**Lambrusco is a country wine, rustic and somewhat wild, but also an elixir that has captured the attention of numerous Nobel Prize winners in Literature, from Giosuè Carducci to Grazia Deledda, and even Eugenio Montale. Long considered only the emblem of a jovial regional identity, Lambrusco has finally become a true symbol of national culture – both in Italy and abroad.**

**ENRICO ZUCCHI**

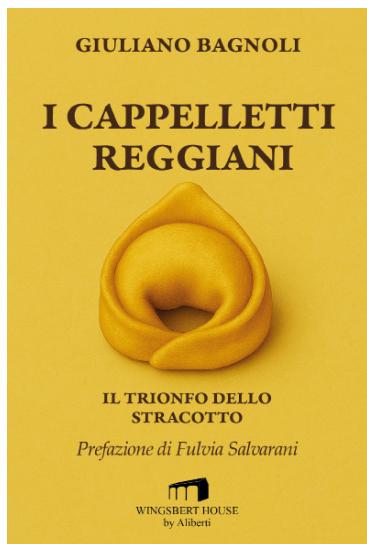
Researcher at the University of Padua, where he teaches Italian Literature in the Cultural Tourism program and leads the Laboratory of Narrative Techniques for Gastronomy within the degree in Food Sciences and Cultures. He is the author of an essay on the literary history of Prosecco, published in the journal DNA and winner of the 2024 Soldera Case Basse Prize for Wine Marketing.

Giuliano Bagnoli

## Reggiano Cappelletti

The Triumph of Braised Meat

*Preface of Fulvia Salvarani*



**Release:** November 19, 2025

**Isbn:** 9788899276850

**Size:** 14x21 cm

**Pages:** 256

**Price:** €18,90

In the **Reggio Emilia area**, there is a saying: "Ogni cà la gh'ha la sóo risèta ed caplèt" – every household has its own recipe for cappelletti. The idea is that each sđôra (the matron of the house) has her own recipe, considered by her family to be the very best. Indeed, making **cappelletti** has been a Reggiano tradition ever since people delighted in preparing this filled **pasta** to celebrate festive occasions, especially religious ones, that came after long periods of abstinence and fasting. And in every home, cappelletti were made with slight variations.

**But when did this beautiful culinary adventure begin? Who first came up with the idea of cooking meat slowly and carefully to create a tastier filling? Why was this filled pasta given the name cappelletti? And when did it truly become a tradition?**

Giuliano Bagnoli takes us on a journey through **Reggiano tradition**, drawing from records, articles, testimonies, and memories handed down from generation to generation. From the last centuries of the High Middle Ages to the Renaissance – when the culinary arts reached their finest expression – through the following centuries and the many recipes collected from every corner of the Reggio Emilia province. The book is enriched by a foreword written by Fulvia Salvarani, president of the association Il cappelletto reggiano, and accompanied by photographs, illustrations, and poems in the Reggiano dialect.

### GIULIANO BAGNOLI

Surgeon and author. He works as a pediatrician in the public healthcare system, but for many years, alongside his medical profession, he has carried out an intense activity of cultural dissemination. He has published dozens of volumes dedicated to history, dialect, cuisine, and local traditions. He is also president of the Provincial Study Center on the Reggiano dialect.

Paolo Brogi

## The Parmesan King

Great Writers for a Great Cheese

Paolo Brogi

### Il Parmigiano Re

Grandi scrittori per un grande formaggio



Aliberti compagnia editoriale

What subtle thread connects, across such distant and different eras – from the Middle Ages to nineteenth-century Russia and the Anglo-Saxon world – three great masters of literature like Boccaccio, Tolstoy, and Stevenson? Incredibly, it is an Italian cheese: **Parmigiano Reggiano**. This king of cheeses enlivens the pages of the Decameron, Anna Karenina, and Treasure Island. Parmigiano Reggiano is the emblem of that "Land of Bengodi" imagined by Boccaccio in the third tale of the eighth day of the Decameron, set between the Mugnone and a fantastical world of ravioli and Parmesan. In Tolstoy's great Russian novel, it is the prized ingredient at a Moscow luncheon shared by two central characters, Prince Oblonsky and Levin. And in Stevenson's Treasure Island, it becomes the heart of the scene in the besieged fort, when Dr. Livesey listens to the young protagonist Jim recount his adventures on the island and advises him to win over the pirate Ben Gunn with a piece of Parmigiano Reggiano.

**Much more than simple references, these are three moments that point to an unexpected yet evocative culinary belonging within literature across the ages.** But why did three great authors choose Parmesan as the ambassador of their masterpieces? From this question emerges a literary-culinary spy story...

### PAOLO BROGI

Italian journalist and writer. He worked for Reporter (1985-86), L'Europeo (1987-1995), and Il Corriere della Sera (1996-2009). As an author, he has published with Aliberti Editore a complex research study on the Garibaldian diaspora after the 1860 expedition, *The Long Night of the Thousand* (2009). Other works: *Men and Women of the South: Portraits of Extraordinary Lives and Southern Pride* (2011), *Heroes and Poor Devils of the Great War* (2015), *I Had an Idea: Young Italian Talents and Successful Startups* (2015), and *Hang Them! The Heroic Stories of Cesare Battisti and Nazario Sauro a Hundred Years After Their Death* (2016).

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