

1605

GIUSTI

MODENA

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THE PAST AND FUTURE
OF THE WORLD'S OLDEST PRODUCER
OF BALSAMIC VINEGAR OF MODENA

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THE COMPANY

ACETAIA GIUSTI
IS THE OLDEST PRODUCER
OF BALSAMIC VINEGAR OF MODENA
IN THE WORLD

Founded in 1605, the company is now led by Claudio Stefani Giusti, whose entrepreneurial vision is based on **flexibility, continuous improvement, and the effective harnessing of talent**. Under his guidance, centuries-old know-how moves into the future in constant evolution.

With a revenue of **21 million** euros in 2024, **90 employees**, **4 foreign commercial branches** – in New Jersey, Seoul, Hong Kong, and Munich – **5 flagship stores**, and **exports to over 80 countries**, Acetaia Giusti has quickly transitioned from a small family-owned business to a brand that symbolizes Italian excellence worldwide.



THE HISTORY

Acetaia Giusti's history dates back to **1605**, when the family ancestors started their first barrels of **Balsamic Vinegar of Modena** in the attic of their home on Via Farini. Since then, 17 generations have handed down the **knowledge** and **passion** needed to create a **high-quality product**.

In 1863, on the occasion of the Agricultural Exhibit in Modena, Giuseppe Giusti put into writing what are still considered the **three essential elements** to obtain a "perfect" product:
the choice of **grapes**,
the quality of the **barrels**,
and, crucially, **time**.



Giusti Balsamic Vinegars were internationally recognized during the Belle Époque through participation in the **Universal Expositions**: the brand's label still features the **14 gold medals** earned on those occasions.

The company was also named **"Suppliers to the Royal House of Savoy"** by King Vittorio Emanuele III of Italy in 1929.



THE FAMILY

CLAUDIO STEFANI GIUSTI 17TH GENERATION



Management engineer

Claudio Stefani represents the 17th generation of the Giusti family to lead the company, which is now a proud **leader in the production of premium-quality Balsamic Vinegar of Modena.**

He joined the family business in 2005, after a long experience in consulting at Accenture, initially assuming the role of **CEO at Acetaia Giusti** and becoming its owner in 2014.

Today, he leads **a team of 90 people** with a **youthful and flexible approach, strongly oriented towards continuous improvement.** Great care is placed in the **harnessing of each individual's particular skills**, with the conviction that everyone can contribute uniquely to the company's evolution and brand growth in national and international markets.

THE ART OF VINEGAR MAKING

Acetaia Giusti's products are the fruit of **centuries-old know-how**, handed down through generations.

The **historic wooden barrels** still used today to craft Giusti Balsamic Vinegar of Modena **date back to the 18th and 19th centuries**.

Wood is one of the most essential parts of the vinegar-making process, imbuing the product with various flavors and aromas: chestnut wood, rich in tannins, gives a classic dusky color; cherry wood sweetens the flavor; juniper offers a resinous essence; and oak imparts a distinctive vanilla-like note to the fragrance.



The older the barrel, the more intense the aromas and structure imparted to the Balsamic Vinegar.

THE PRODUCTS

Among the most representative products of Acetaia Giusti are the five **Balsamic Vinegars of Modena** from the Historical Collection. Diverse in recipes and aging duration, they are classified today by the number of medals won at the Universal Expositions in the late 19th century.

Other notable products are the Great Ageings, including the **DOP-certified Traditional Balsamic Vinegar of Modena** – produced exclusively with cooked grape must and aged for a minimum of 12 or 25 years (Extravecchio) – and the new collateral lines, including **Pearls of Balsamic Vinegar of Modena, Chocolates, Panettone, Colomba**, and **Giusti Vermouth**, the first of which is aged in the ancient Giusti family barrels.



Recent **collaborations with flavor artisans and culinary professionals** further demonstrate the company's innovative spirit. The refinement of ingredients in barrels that for years contained Balsamic Vinegar of Modena has led to products that **reproduce all the aromas of the vinegar aging rooms**.

Thus were born **the Alchimia praline** from a partnership with master chocolatier **Gianluca Fusto**, obtained from cocoa refined for 4 months in barrels and later worked with Giusti Balsamic Vinegar; **the Acetaia 1605 sorbet** by **Stefano Guizzetti from Ciacco Lab**, obtained from an infusion of pieces of historical barrels in water; and finally, **Parma Barrique Prosciutto** by prosciutto maker **Fratelli Galloni**, which completed its maturation in ancient Balsamic barriques.



CASA GIUSTI

Located just outside Modena, in a completely **renovated mid-1800s hamlet**, Casa Giusti is the place where we tell the story and reveal the secrets of the company, offering **a true experiential path** structured in three immersive moments.

- ◆ GIUSTI MUSEUM ◆
- ANCIENT AGEING ROOMS ◆
- TASTING AND BOUTIQUE ◆



The Casa Giusti experience starts with a **museum visit**. Here, **10 rooms** of historical objects going all the way back to 1605 lead guests on a journey of discovery through the family's history and legacy.



It continues in the **ancient ageing rooms**, containing the **hundreds of barrels** where Giusti Balsamic Vinegar of Modena is aged. This evocative and unique place conveys the true essence of this extraordinary product.



The visit ends with a **tasting of Giusti Balsamic Vinegars of Modena**: a moment to explore the different types, discover their versatility, and understand pairing opportunities.



Today, Casa Giusti is also an ideal **location for business and private events**. This elegant and history-rich spaces are set up to provide guests with an unforgettable experience in an evocative and welcoming atmosphere.



GIUSTI BOUTIQUES

The **first Giusti Boutique** opened in **Modena in 2019**, inside a building designed by the renowned architect Gio Ponti and overlooking the iconic Piazza Grande. In **December 2021, the shop in Milan** followed, located on Spadari Street, just a few steps from the Duomo. In **April 2022, the Bologna store** was inaugurated on Orefici Street. The network of Giusti Boutiques expanded further **in 2024** with two new openings: in October, the **Florence** location on the historic **Via del Corso**, and in December, a second store in **Milan**, featuring a more contemporary design in harmony with the vibrant atmosphere of **Corso Como**.

Located in the historic centers of cities that attract an international audience, Giusti Boutiques were established to **spread the culture of Balsamic Vinegar of Modena worldwide**. The stores are not only points of sale but also evocative places that recount the company's history through centuries-old barrels and antiques used in vinegar making. Through an **immersive and sensory narration** by Acetaia Giusti's team, visitors have the chance to fully understand the cultural value of the product.



THE SUSTAINABLE COMMITMENT

For Giusti, being sustainable means adopting daily actions and behaviors aimed at generating a positive impact on the environment and creating value for the community in which it operates, including coworkers, customers, suppliers, and institutions.



This effort translates into continuous activities focused on **supporting people and creating an inclusive, enjoyable, and stimulating work environment**. Giusti **supports the local community** through donations and sponsorships that promote its development, aware of the interdependence between the company and its territory. The company has also implemented internal procedures, systems, and infrastructures to **reduce environmental impact** and safeguard the planet's future.

GREAT PLACE TO WORK®

One of Acetaia Giusti's primary focuses has always been the **well-being of its workforce**. The company is committed to ensuring **a proper work-life balance** for its employees, offering **flexible work schedules**, a well-structured individual **welfare plan**, and **financial support for new parents**.

Moreover, significant investments are made in **personal education** and various team-building activities. This people-first policy fosters **a strong sense of pride and belonging among the team**. This commitment has allowed Acetaia Giusti to obtain **the "Great Place to Work" certification** – awarded by the eponymous research, technology, and organizational consulting company, which analyzes workplaces based on coworkers' opinions – with scores significantly higher than the reference benchmarks.



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