

Parole

[pa'role] words, speech

The Sicilian language did not originate from Italian, but like Italian, it derives directly from what was known as “Vulgar Latin”, or a common, informal Latin spoken during the Roman empire. Whilst Vulgar Latin is no longer spoken, many of its derivatives and languages remain, including Italian, Spanish, French, Portuguese, Romanian and the various dialects spoken in these regions.

Sicilian has the oldest known literary representation of the modern Italian language and dialects. UNESCO recognizes Sicilian as a minority language and has classified it as ‘vulnerable’ in its list of endangered languages.

As stated in their Atlas of the World’s Languages in Danger” project, *“language diversity is essential to the human heritage. Each and every language embodies the unique cultural wisdom of a people. The loss of a language is thus a loss for all humanity”*.

The *Parole* label is our celebration of the local Sicilian dialect, a continuation of our homage to culture and tradition in our products.



‘Cca saluti

cheers to good health

Capuchiurma

harvest master

Bivi e t’arricrii

drink and have fun

**Pane fa panza,
vinu fa danza**

bread lines the stomach while
wine makes you dance

Mangia mangia

eat up

Rina fine volcanic sand

Scassau a muntagna

the volcano erupted

Ripiddu volcanic pumice stone

Zappuni hoe