

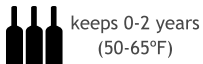
# Cocchi Vermouth di Torino

- The original "Italian vermouth" referenced in classic cocktail books
- Dynamic and powerful without being weighty
- Vibrant, spicy botanicals such as cocoa, citrus, ginger, and rhubarb
- Complements rich and salty foods
- Classic in a Manhattan or with spicy whiskeys of all proofs
- Premier example of the appellation Vermouth di Torino

The last remaining example of appellation **Vermouth di Torino** to comply with all of the classical requirements, Cocchi Vermouth di Torino has been produced since 1891. Cocchi uses estate Moscato as the wine base, and vibrant, spicy botanicals such as cocoa, citrus, ginger, and rhubarb. In contrast with other popular Italian vermouths, Cocchi Vermouth di Torino retains wines of Piedmont as the base and avoids a heavy sheen of vanilla that clashes with other cocktail ingredients. Vermouth di Torino stands apart as one of only two protected geographical indications of origin for vermouth, and is the style referenced by classic cocktail books when discussing "Italian vermouth."



This **vermouth** is dynamic and powerful without being weighty. It adds elegance to a 2:1 Manhattan, Martinez or Palmetto. The fruity Moscato grape is counterbalanced by vegetal components, making Cocchi Vermouth di Torino easy to love over ice with a twist. Or enjoy its complexities in a low-ABV Collins by substituting it for gin. The bitter edge and brilliant acidity complement rich or salty foods. Serve with a cheese-and-charcuterie board for a unique and satisfying pairing. In a Manhattan, Cocchi is the classic. Pair with spicy whiskeys of all proof levels, from Bulleit to Booker's.



keeps 0-2 years  
(50-65°F)



keeps 2-3 weeks  
(refrigerate)



pour varies  
(48-55°F)

## ABOUT GIULIO COCCHI SPUMANTE SRL

Cocchi has produced wine-based aperitifs and traditional Piedmontese sparkling wines since 1891. Since 1978, the company has been owned and operated by the Bava Family, themselves renowned producers of

sparkling wine in Monferrato and Langhe. Giulio Cocchi was a young and creative pastry chef from Florence, where he worked in a popular bar located in Piazza del Duomo. In the late nineteenth century he moved to Asti, a small but lively town in northwest Italy, not far from Torino, and established himself as a distiller and winemaker. His **Barolo Chinato**, **Aperitivo Americano** and vermouths became well known during the Belle Epoque and the Italian Futurist period. By 1913 there were twelve Cocchi tasting Bars in **Piemonte**. Today the winery maintains its artisan character and follows Giulio's original recipes to craft the distinctive wines that have made Cocchi a cult name worldwide. In the last 30 years, Cocchi has revived the forgotten wine categories Barolo Chinato and **Vermouth di Torino**. It was also a leader in establishing the appellation **Alta Langa DOCG** for traditional Piedmontese spumante.



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## ABOUT VERMOUTH DI TORINO DOP

Italy's **Piemonte** region has long been known for its wines, from the fragrant Moscatos of Asti to the intricate-but-powerful Nebbiolos of Barolo and Barbaresco. At the same time, the long history of global trade funded by banks in the city of Torino brought exotic herbs from all over the world to the region. Combine the wine, the herbs, and an epicurean public hungry and thirsty for new things, and the modern history of **Vermouth** begins in the late 18th century. The Torino style of vermouth reflected the robust wines of the region, heady with Moscato fruit, sweet and opulent, but firmly bitter to mimic the bite of Nebbiolo's great tannins. While the modern rules for **Vermouth di Torino** have been relaxed, a few traditional wineries, most notably **Cocchi**, still use Moscato for its unmistakable fragrance.

## RECIPES

### L' Americano

Build in a double rocks glass filled with ice:  
1.5 oz Aperitivo Cappelletti  
1.5 oz Cocchi Vermouth di Torino  
2 oz club soda  
Garnish with an orange peel or orange wheel.

### Martinez Cocktail

Stir with ice:  
1.5 oz Hayman's Old Tom Gin  
0.75 oz Cocchi Vermouth di Torino  
¾ tsp maraschino liqueur  
2 dash orange bitters  
Strain into a coupe.  
Garnish with orange peel.

### Palmetto No. 1

Stir with ice:  
1.5 oz Smith & Cross Traditional Jamaica Rum  
1.5 oz Cocchi Vermouth di Torino  
2 dash orange bitters  
Strain into a coupe.  
Garnish with orange peel.

### Rye Manhattan Cocktail

Stir with ice:  
2 oz rye whiskey  
1 oz Cocchi Vermouth di Torino  
2 dash Angostura Bitters  
Strain into a coupe.  
Garnish with an orange peel and a cherry.

### The Sicilian Kiss

Build in a double rocks glass filled with ice:  
1.5 oz Henriques & Henriques Rainwater Madeira  
1.5 oz Cocchi Vermouth di Torino  
8 drops Bittermens Orange Cream Citrate  
Garnish with a lemon peel.

SKU	VINTAGE	REGION	ORIGIN	DESC	CEPAGE	% ALC	SIZE/PACK	FINISH	BTL BARCODE	CS BARCODE	CS WGT
HZ 9120	NV	Piemonte	IT	Vermouth; Sweet	Moscato	16.5%	750/12	T Cap	8007117010108	8007117011105	15.60 kg
HZ 9121	NV	Piemonte	IT	Vermouth; Sweet	Moscato	16.5%	375/12	T Cap	8007117011327	08007117011419	11.30 kg

