

Miró Rojo Vermut de Reus



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- Easy-drinking, wormwood-forward style of vermouth
- Traditionally served on ice with orange slice and olives
- Shines in classic cocktail proportions
- Shows baking-spice notes when mixed with bourbon or rye
- Consumer- and trade-friendly formats: 187ml, 1L, and 5L box
- Producer is from historic center of vermouth production in Spain

Founder **Emilio Miro Salvat** earned great admiration for this well rounded and wormwood-forward ‘Rojo’ sweet red vermouth. Its easy style is ideal for the Catalan tradition of the ‘vermouth hour’, enjoying a glass on the rocks with olives. Miro Rojo also marries beautifully with rye or bourbon, revealing notes of baking spices. The town of Reus (near to Tarragona in Catalonia) is the historic epicenter for vermouth production in **Spain**, where for over a century the Miro name has set the benchmark for its wormwood-forward style. All production is today overseen by the family patriarch Pere Miro.



contemporary wine trade. Reus became a center of **vermouth** production to rival that of Torino and Chambéry, and prior to the outset of the Spanish Civil War, there were some 30 firms producing vermouth in Reus alone. The house of **Emilio Miró** is one of the few survivors of this age and today is the most prominent remaining producer of Vermut de Reus. The tradition of **La Hora del Vermut (Vermouth Hour)** is once again a late afternoon fixture throughout **Spain**, especially in **Catalunya**, and Miró Rojo is found in nearly every café and vermuteria—on ice, with olives and an orange slice (spritz optional). Meanwhile, bartenders in the U.S. and U.K. are discovering that the subdued sweetness of the Miró Vermuts shine in classic cocktail proportions as tastes run toward drier yet no less flavorful formulations.



For the Catalan tradition of the ‘hora del vermut’, Miro Rojo is served over ice with two olives and an orange slice in the glass, and usually accompanied by bowls of olives and potato chips. That’s right: a wine traditionally served with potato chips! Add tonic and lemon peel for a spicier take. With whiskey, Miro Rojo’s spice notes are very welcome, and this **vermouth** adds weight and texture without the distraction of vanilla. Pair with high-toned whiskeys, such as Wild Turkey.



keeps 0-2 years
(50-65°F)



keeps 6-8 weeks
(refrigerate)



pour varies
(48-55°F)

ABOUT EMILIO MIRÓ

The roots of **Vermut de Reus** extend to 1858, when Reus was the center of the Catalan wine trade. Producers from Penedes, Priorat and Terra Alta would bring their wines and brandies to Reus to sell, and by 1900 the expression “Paris, London and Reus” denoted the epicenters of the

ABOUT VERMUT DE REUS

Birthplace of Antoni Gaudí, the provincial city of Reus lies an hour southwest along the Mediterranean coast from Barcelona, in Tarragona. A market hub, it rose to prominence when the phylloxera scourge struck France and demand for Catalan wine exploded. By 1900, the expression ‘Paris, London and Reus’ denoted the epicenters of the contemporary wine trade, and it was from these roots that Reus evolved to become a center of **vermouth** production to rival that of Torino and Chambéry. Prior to the outset of the Spanish Civil War, there were some thirty firms producing vermouth in Reus alone. Today, **Vermut de Reus** is amidst a second renaissance, and the Spanish passion for la hora del vermut (‘vermouth hour’) shows no sign of abating. The wines retain a distinctly Catalan character, and can be made in either a primary or lightly **oxidative** style. While *seco*- and *blanco*- are made, it is the *rojo*-style that is still the staple of patrons at every vermuteria.

RECIPES

El Boulevard Cocktail

Stir with ice:
1 oz añejo tequila
1 oz Aperitivo Cappelletti
1 oz Miró Rojo Vermut de Reus
Strain into a coupe.
Garnish with orange peel.

Hora del Vermut (Vermouth Hour)

Build in a double rocks glass filled with ice:
4 oz Miró Rojo Vermut de Reus
Garnish with orange slice and 2 olives.
As in Catalonia, pair with olives and potato chips!

The Long Hello

Build in a highball glass filled with ice:
3 oz Miró Rojo Vermut de Reus
3 oz Fever Tree Ginger Ale or Fever Tree Ginger Beer
1 dash Angostura Bitters
Garnish with an orange peel.

Miro Manhattan

Stir with ice:
1.5 oz straight rye whiskey (high proof)
1.5 oz Miró Rojo Vermut de Reus
1 dash orange bitters
Strain into coupe or double rocks glass.
Garnish with orange peel.

Suppressor #1766

Build in a collins glass filled with ice:
1.5 oz Miro Vermut Rojo
0.75 oz amontillado sherry
0.75 oz St. George NOLA coffee liqueur
2 dashes Regan’s orange bitters
Top with tonic water and stir.
Garnish with lemon peel.

SKU	VINTAGE	REGION	ORIGIN	DESC	CEPAGE	% ALC	SIZE/PACK	FINISH	BTL BARCODE	CS BARCODE	CS WGT
HZ 9420	NV	Tarragona	ES	Vermouth; Sweet	75% Airen, 25% Maccabeo	15.0%	5000/4	Bag in Box	8413884100537	38413884100538	21.00
HZ 9424	NV	Tarragona	ES	Vermouth; Sweet	75% Airen, 25% Maccabeo	15.0%	187/24	screwcap	8413884101459	18413884101456	10.35
HZ 9423	NV	Tarragona	ES	Vermouth; Sweet	75% Airen, 25% Maccabeo	15.0%	1000/12	screwcap	8413884101428	28413884101422	8.80 k