

# VERMOUTH

DEL PRESIDENTE

DI TORINO

ROSSO



## A LITTLE HISTORY

The origin of the word “Vermouth” can be dated back to the German word “Wermut”, used to describe the plant Artemisia Absinthites, the base ingredient of a medicine recorded in treaties going back to the early centuries after the Christ. It remained just a medicine until the Renaissance, when the use of Oriental spices such as cinnamon, cloves or rhubarb enriched its recipe. As early as the fifteenth century, the Piedmontese were already renowned as excellent distillers and makers of liqueurs but it was in 1736 that Turin was described for the first time in the famous pharmaceutical codex, the “Vinum Absinthites”, as being made up of “the tops of absinthe flowers and the roots of aromatic calamus”. In the same city, there was even an arts and crafts confraternity that brought together all the producers of the new liqueurs, which led to the great renown of the Piedmontese tradition for these types of drinks, even producing the first “Vermouth di Torino” in bottles; sweet, balsamic, alcoholic products that could be stored. In the middle of the nineteenth century, the product began to spread throughout the world, beginning in France, Spain and Latin America, where large settlements of Piedmontese had sprung up, but it was in the United States that it was first used in cocktails.

## OUR VERMOUTH

In 1991, the first European Community Regulation, recognising and protecting the Vermouth of Turin was introduced which had to be produced and bottled in Piedmont with Piedmontese wine and artemisia. For Vinchio Vaglio, the starting wine could only be Barbera d’Asti, while the other plants for its production are elder, marjoram, orange, sage, savory and angelica.

## TASTING NOTES

The intense ruby red colour recalls the typical hue of Barbera d’Asti. To the nose, the fruity notes of the vine are mixed with the more enveloping aromas of the spices. On the palate, the olfactory impressions are confirmed with a delicate and winey taste, a bitter tone of absinthe and hints of orange, great freshness, complexity and intensity.

**SOME IDEAS FOR SERVING:** Many famous cocktails and aperitifs have a base of red Vermouth, from the Americano to the Negroni (which also contains Gin and we can only recommend that you use ours), from the Milano-Torino to the Vermouth-Spritz and others that may spring up in your imagination.

**ALCOHOL CONTENT:** 16% vol.

**SIZE:** 0,70 l.



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TO EU REGULATION N. 1308/2013



VINCHIO VAGLIO