



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."



APERITIF
WINE
Italy
16% Alc/Vol

375 ml | 8007117011327  
750 ml | 8007117010108

12 x 375 | 08007117011419  
12 x 750 | 8007117011105

## Highlights:

- ✦ 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



This vermouth is dynamic and powerful without being weighty. It adds elegance to a 2:1 Manhattan, Martinez or Palmetto. Pair with spicy whiskeys of all proofs. The fruity Moscato grape is balanced by vegetal notes, making Cocchi Vermouth di Torino easy to love over ice with a twist. The bitter edge and brilliant acidity complement rich or salty foods; serve with a cheese-and-charcuterie board.

Cocchi has produced wine-based aperitifs and traditional Piemontese 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.

Italy's Piemonte region has long been known for its wines, while the history of global trade funded by banks in Torino brought exotic herbs from all over the world to the region. Combine the wine, the herbs, and an epicurean public 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.



Martinez

### Martinez

Shake with ice:

1.5 oz Hayman's Old Tom Gin  
0.75 oz Cocchi Vermouth di Torino  
3/4 tsp maraschino liqueur  
2 dash orange bitters

Strain into a coupe.  
Garnish with orange peel.

### 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 orange peel or orange wheel.

### 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

Stir with ice:

2 oz rye whiskey  
1 oz Cocchi Vermouth di Torino  
2 dash Angostura Bitters

Strain into a coupe.  
Garnish with orange peel and cherry.