



VERMOUTH ROSSO DI TORINO GENERAJ

Denomination: Vermouth Rosso di Torino

Vermouth is a flavored wine born in the 18th century in the foothills of the Alps and prized at the royal court of the Savoy. It is recognized worldwide for the tradition and history of its production, which originated in Turin and then spread internationally. To our Nebbiolo, Arneis and Barbera we add sugar, alcohol and let it infuse with a wide variety of herbs, spices, flowers, fruit for two months. But do not be fooled by this apparent simplicity: Vermouth - as well as Turin itself, a magical and enigmatic city - hides secrets, starting with the choice of the infusion components: each producer has his own personal recipe, to be kept secret and to be guarded generation after generation. In Vermouth "of Turin," an ingredient is added that fuels its cloud of mystery: it's the *artemisia absinthium*, a plant that was used to produce absinthe, the favorite distilled of the cursed poets.

Alcohol percentage: 17,0%

Ingredients: Nebbiolo, Barbera, Arneis, sugar, alcohol, infusion of herbs, natural aromas.

Infusion: Two months of infusion

How to drink it: Vermouth is perfect as an aperitif, with an ice cube and a slice of orange, or with a little lemon zest. It is also very enjoyable mixed with a splash of sparkling wine and some soda, which enriches the experience because of the bubbles. Some people also prefer it at the end of a meal, because of the herbs' own digestive properties.

The label: In the 1920s, a time when Vermouth was widely known, one of the most popular artistic currents was Futurism. We chose to create a futuristic version of the General, drawing inspiration from the works of Fortunato Depero: we dressed him as an officer and colored it in pink, orange and red, the shades of nebbiolo and citrus.