

LOW ABV DRINKING

A Campari Academy Training

CAMPARI ACADEMY

SESSION OVERVIEW

IN recent times we saw an increased demand and curiosity towards Low-ABV drinking. We have sections on cocktail lists or entire menus dedicated to this concept. It is still, though, a grey area indeed.

What really defines a Low-ABV drink?

Objective of this booklet is not to give an adamant definition of the category, if there is one, but to raise questioning on the matter and deep dive in what is a pivotal player of Low-ABV drinking: Vermouth.

We'll glide through what could make a drink a Low-ABV one, challenging common beliefs and misconceptions, giving some food for thoughts.

IT'LL be important to consider what brought us to where we are today, from a socio-cultural point of view and to look at what is part of this growing category that, spoiler alert, it's certainly not a new trend and it's definitely here to stay.

We will talk Vermouth, from its birth, following its evolution and looking at the category, through the lenses of our brands, Cinzano and 1757 Vermouth di Torino.

Towards the end of the booklet, you'll find few ideas, classic and modern, on how bartenders have played around with Low-ABV drink, following different approaches. We hope you'll be part of this, with your creativity.

Thank you for joining us as we explore this exciting topic, we hope you'll enjoy the stories, vermouth, cocktails - and our company - responsibly.

The Campari Academy Team

BOOKLET CONTENT

WHAT IS LOW ABV?

VERMOUTH

CINZANO

THE EVOLUTION OF ITALIAN VERMOUTH

HOW TO VERMOUTH

HOW TO LOW-ABV

WHAT IS LOW-ABV?

As mentioned in the Session Overview, it's not our intent to define this category, but for sake of clarity, let's at least put it in context.

When talking Low-ABV products, we could agree that liqueurs and cocktails with a low alcoholic content come to mind. If the percentage of alcohol defines the category though, does that mean that wine, beer, RTD, are all part of it?

A Reverse Manhattan or a Vermouth cocktail are arguably Low-ABV drinks, even though the standard drinks that they deliver are higher than what most wine would. How about a High-ABV Absinthe served with water then?



As you can imagine, while this style is receiving lots of attention, both from bartenders and consumers, there's still very little alignment on a definition.

It'd be then naïve to think that Low-ABV is a new trend. A good percentage of old school cocktails were based on liqueurs instead of spirits and even some classics we consider today as "booze forward", had originally a way smoother balance.



HOW DID WE GET HERE?

We drink this style of cocktails since centuries, but for what matters to us today, a conscious decision for consumers to engage with lower strength drinks, can happen for a multitude of reasons.



The Aperitivo culture took the World by storm, with drinks like Aperol Spritz leading the way. We probably wouldn't talk so much about Low-ABV without the marketing role that this single drink has had;



We witnessed a shift from “stirred, strong and dry” cocktails, to more contemporary, lighter drinks, that still bear the same respect and character.



Low-ABV products regained their premium status, with companies investing in this segment.



We are also, as a community, way more health conscious, trying to achieve a better balance between partying and wellbeing.



DID YOU KNOW

The ritual of the Aperitivo started with Vermouth. The evolution of 'Vermouth serves' brought bartenders to create some amazing Aperitivo cocktails that we still enjoy today. Italian bar keepers of the late 1700s, early 1800s were arguably the first ones to mix Low-ABV products.

VERMOUTH

CAMPARI ACADEMY

VERMOUTH AND THE APERITIVO

Aperitivo (or Aperitif) drinks are often synonymous with Low-ABV, with fortified wines, Amaro, Bitter, Anis and herbal liqueurs, served on their own or in cocktails and mixed drinks.

Aperitivo is a category of products, whose classification we drafted below, that are not categorised, like other spirit or liqueur families, by the raw material that is used to make them (i.e. sugar cane for rum or blue agave for tequila), but where the category is defined by the way these products were traditionally consumed.

In the 18th Century, in the Mediterranean area, starting from the North of Italy, people would go to a bar to “celebrate” the time of the Aperitivo.

That moment was so important and so rooted in the socio-cultural dynamics of those citizens’ lives, that drinks that were consumed in bars and cafés around that time of the day, created, out of the blue, the category of Aperitivo liqueurs.

To have a clearer differentiation (if any?) between Amaro, Digestivo or Bitter Aperitivo, we'd suggest you go and review the Campari Academy booklet: **AMARI CLUB**.

Low-ABV serves were a staple even for highly alcoholic Aperitifs. Even strong Anis like Ouzo or Pastis can be seen served in long, refreshing, light drinks, when it comes down to traditional consumption.

Regardless from how they were served, though, the two indisputable kings of the Aperitivo were Vermouth and Bitter (i.e. Campari).

They became pivotal players in the evolution of the category and still are between the most resourceful ingredients for Low-ABV cocktail making.





For the purpose of this session, we'll focus our attention on the product that started all Aperitivo and quite possibly, the Low-ABV: Vermouth.

A simplistic way to define Vermouth would be as fortified wine, where an extraction of herbs and spices is added to the base (wine); spirit is used to increase the alcohol content and sugar is added to sweeten. In the herbal bouquet, wormwood needs to be present.

Vermouth was without doubt the one beverage that sparkled the attention towards the social ritual of Aperitivo.

Shortly after its re-birth as a premium product, in the late 1700s, Vermouth was so popular in the Turin's area that anyone that could afford to go to a bar or café (the upper class and nobles) would take some time to go to the bar for the "Ora del Vermouth": the "Vermouth Hour".

From the capital of the kingdom, this social ritual spread far and wide and, with the evolution of Vermouth serves, Vermouth cocktails and the birth of new products in the category, it morphed into the Aperitivo occasion.



APERITIVO / AMAR^o / DIGESTIVO

WINE BASED

NATURAL FORTIFIED WINES

PORT

SHERRY

MADERA

MARSALA

QUINQUINAS & QUININE WIES, Lillet,
Dubonnet, ROSSO ANTICO

AROMATISED AND FORTIFIED WINES

VERMOUTH - CINZANO

Martini, Noilly Prat, Carpano, Punt e
Mes, Anica Formula, Maidenii, Regal
Rouge, Dolin, Adelaide Hills...

Vino / Vermouth AMERICANO's

OTHER AROMATISED WINE BASED

BAROLO CHINATO, Cocchi and others

BYRRH & CO.

CHAMBERYZETTE & CO.

SPIRIT BASED

PASTIS

PERNOD / RICARD

OUZO

SAMBUCA

RAKI

AMARO BITTER

FERNET, BRANCA,
VITTONÉ, LUXARDO

ALPINO, **BRAULIO**,
LAZZARONI

Low ABV APERITIVO
APEROL & CO.

AROMATIC BITTERS
ANGOSTURA & CO.

OTHER REGIONAL – **AVERNA**,
VECCHIO AMARO DEL CAPO, AMARO
SIMONE, AMARO MONTENEGRO

CARCIOFO **CYNAR**

CAMPARI BITTER & CO.

RABARBARO, ZUCCA,
SFUMATO

FERRO CHINA - BISLERI

OTHER EUROPEAN, JAGERMAISTER,
UNICUM, UNDA BERG

OTHER SPIRIT

GENTIAN - SUZE

CHARTHEREUSE STYLE

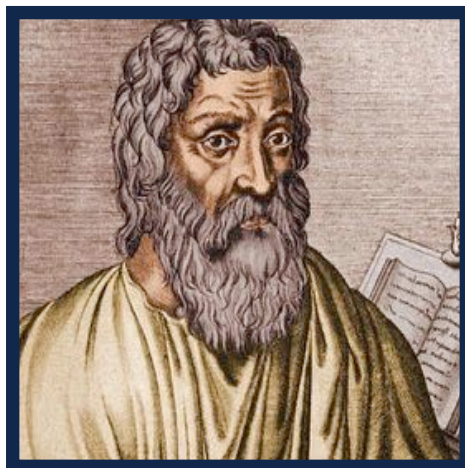
**VERMOUTH
HISTORY**



EGYPT, 1600 BCE

ERBERUS PAPYRUS SCROLL

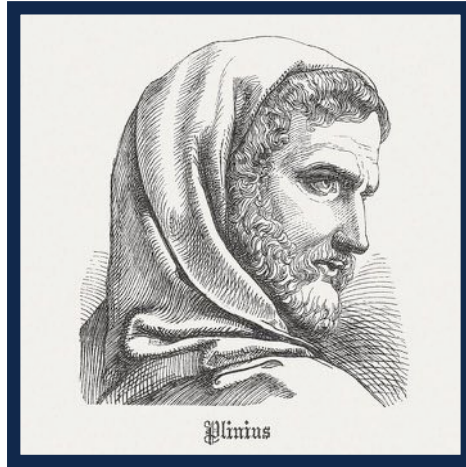
**FIRST DOCUMENTATION OF HERBS INFUSION IN
ALCOHOL (FERMENTED)**



GREECE, 400 BCE

HIPPOCRATES AND HIPPOCRATIC WINES

**TO MAINTAIN THE NATURAL HEALTH OF THE BODY
HE CREATES VINUM ABSINTHIUM (WITH WORMWOOD)**



ROME, 1st Century CE

PLINY THE ELDER WRITES "DE NATURALIS HISTORIA"
WITH RECIPES FOR HIPPOCRATIC WINES AS MEDICINE



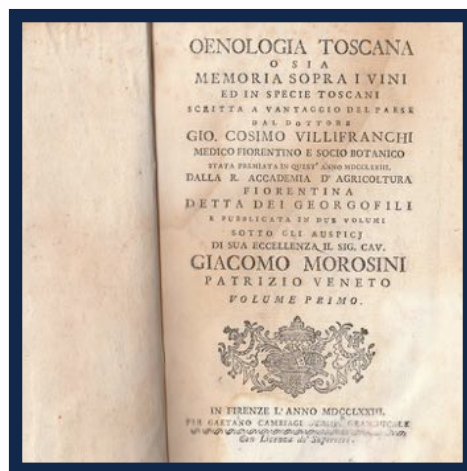
GERMANY, MIDDLE AGE

HIPPOCRATIC WINES SPICED
DURING FERMENTATION



GRAND DUCHY OF TUSCANY, 16th - 17th Century

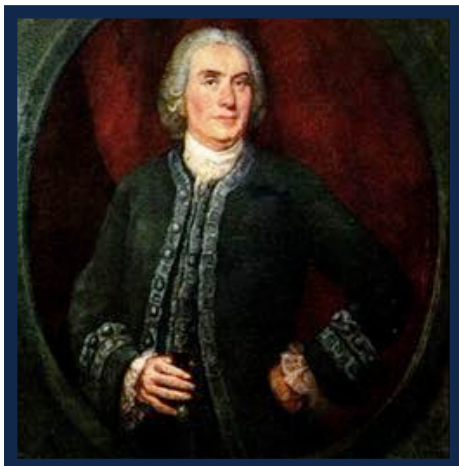
VERMOUTH TOSCANO MADE WITH SINGLE
BOTANICAL INFUSION TO IMPROVE
POOR QUALITY WINE



GRAND DUCHY OF TUSCANY, 1773

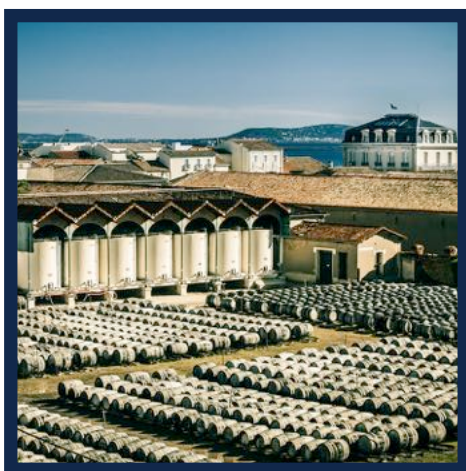
DR. VILLAFRANCHI

FIRST PRINTED MENTION OF "WERMOUTH"



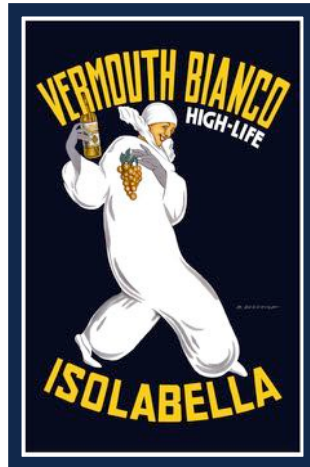
TURIN, SAVOY KINGDOM, 1786

ANTONIO BENEDETTO CARPANO IMPROVE THE
RECIPE OF VERMOUTH TO WHAT WE KNOW TODAY
AS TURIN STYLE VERMOUTH



MARSEILLE, FRANCE, 1813

JOSEPH NOILLY MAKES A DRY VERMOUTH
A FRENCH STYLE, OPPOSED TO SWEET ITALIAN



MILANO, ITALY, 1903

ISOLABELLA PERFECTS WHITE VERMOUTH,
A MORE FLORAL AND FRUITY SWEET VERMOUTH,
WITH NO CARAMEL ADDED



ITALY, 2017 _ EU, 2019

THE LEGISLATION FOR TURIN STYLE VERMOUTH IS
FINALLY RECOGNISED. VERMOUTH DI TORINO IS
DECLARED AN ITALIAN EXCELLENCE

VERMOUTH : A JOURNEY

Where did Vermouth come from?

We can't discuss Vermouth without talking about herbs infusion in alcohol. First written record of the practice, discovered so far, is in the Eberus Papyrus Scroll, in Egypt, dated circa 1600 BCE.



These alcoholic infusions were made for medicinal purposes, steeping ingredients in fermented alcohol and allowing for the extraction of active principles and, together with that, flavour.

In a same fashion, Hippocrates, the father of modern medicine, formulated a series of what we know as Hippocratic wines, around 400 BCE. One of his most popular wines, named "Vinum Absinthium", was obtained with an infusion of wormwood in wine, then sweetened with a touch of honey to make its flavour more palatable.



In the Roman world, jumping to the first century of the Current Era, infusing wine with herbs and spices was, once again, a common practice; so it was drinking them to maintain the natural health of the body. Many different recipes got to us through Pliny the Elder's manuscript "De Naturalis Historia", "Natural History".

Interesting thing of German recipes is that most of them called for an addition of botanicals during fermentation or a re-fermentation of the wine with the botanicals, instead of an infusion in the finished product.



Re-fermentation of botanicals in wine is a technique that is still used today, especially to obtain lighter style of fortified aromatised wines, known in Italy as BAV, "Bevanda Aromatizzata Vino", literally "Flavoured Wine Beverage".

WHILE the practice of making herbal wines (or Hippocratic wines) was alive all over Europe, very few stood out for their popularity. One of them was what we know as “Vermouth Toscano” or “Vermouth from Tuscany” named after its region of origin, in central Italy.

Peculiarity of this style is that, like most Hippocratic wines, it was often a single botanical infusion and low quality wines were used. This became probably one of the reasons for its disappearance.

Basically, if you had bad wine, you were adding botanicals to it and a sweetener, often honey (available in nature and way cheaper than sugar back then). Being a humble product, it disappeared when the premium Vermouth di Torino came about.

EXTREMELY interesting is a wine compendium written by a medical man: Dr. Villafranchi's "Oenologia Toscana", that dates back 1773. In this print, a mention to "Wermouth Toscano" is made, defining its style and popularity as:

"A white, stomatal and medicinal wine, named after the German term 'wermouth' is currently very appreciated in Tuscany and elsewhere."

We have been told for many years that it was Antonio Benedetto Carpano in 1786, person whom we'll talk about in a moment, to name his product Vermouth, while this document comes some thirteen years prior to that event and the fortified wine was already popular.

It most certainly was Carpano, though, to take the common practice of preparing Vermouth and made it into a premium product.

ANTONIO BENEDETTO CARPANO AND HIS “REVOLUTION”



Antonio Benedetto Carpano was a confectioner and liqueur maker that lived in the 1700s in Turin, city in the North of what would one day become Italy.

He has been credited for years, we now know mistakenly, for the invention of Vermouth.

His role was nonetheless extremely important as, for what we discovered so far, he applied to Vermouth few practices that were, for the time, revolutionary:

He started the extraction of botanicals in spirit, opposed to wine. He started using premium wine, instead of a second choice one.

He chose "sweeter" spices, like cinnamon and vanilla and the addition of a decent amount of sugar.

He was the first producer to bottle and label Vermouth, and not only selling barrels of it.

Let's dissect that:

The Spirit extraction: A flavour extraction in spirit would allow more flavour out of the botanicals. This practice was already in use for spirit-based liqueurs, but it was never before applied to Vermouth. Turin city and Carpano's family, had a very strong pastry tradition, together with liquor making experience.

The wine _ Wine back then was way earthier and more tannic than the elegant juice we drink today. A premium wine would allow a rounder flavour profile in the end result.

The sweetness _ Sugar was still fairly expensive. We only started to crystalize sugar from sugar beets in the mid 1700s, while the cane's variety was still imported from the Caribbean.

Sweetness was a commodity and really appreciated by the Nobility, that considered this sweeter product more suitable for a noble, more elegant, palate; it was the preferred choice against the earthy wine we mentioned above.

For those reasons, Turin style Vermouth was really successful between nobles and royals.

Vermouth di Torino became the king of wines and the wine of the King.

Did Carpano invented or created Vermouth? Well...not really, but, as far as we know, he perfected a common practice and took it to the next level, as a premium, luxury product, defining the standards for what we know today as Vermouth di Torino.



Vittotio Amedeo III di Savoia



Carpano arguably introduced flavour extraction
in spirit to vermouth making

His, was the first vermouth to be bottled and labelled, instead of
being served in barrels

Following family tradition, he had a confectionery approach

Sugar was a commodity and it was used to show opulence

Sweetness was also introduced through the use of exotic spices

Making a sweet wine, Carpano introduced premiumisation and
luxury to vermouth, achieving great popularity between the nobles

Vermouth became the King of Wines and the Wine of the King

WHY TURIN?

Same as when it was born, “Vermouth di Torino” is still recognized as a premium style of Vermouth and the benchmark for Sweet Italian style, as we know it today.

But why was Vermouth di Torino born there,
at that time and in that fashion?

Torino was the capital of the Savoy Kingdom. Economy was strong and all literates, nobles and artisans were driving the prosperity of the city.

In the area, you’d find some of the best winemakers of the North-West of Italy. Those are hills where premium wines like Barolo and Barbaresco are from,
together with the best Moscato.

Pastry, confectioning and liqueur making, have always been strong traditions too.

From Genova, city of great commercial importance and port of the spice route, Turin could source both exotic ingredients from lands far away, and rely on locals for the best wormwood cultivation in the world, grown in Pancalieri, an agricultural town just minutes down the road.



**VERMOUTH
PRODUCTION**



Vermouth is a fortified wine, so wine is the main ingredient in every bottle, for minimum 75% of the liquid.

Muscat was a classic grape varietal for Vermouth making. Autochthonal from Piedmont, high in sugar and minerality, it was probably what it was used in the first Vermouth di Torino recipes.

Few Vermouth are Muscat wine based nowadays.

Trebbiano (or Ugni Blanc) is today used by most vermouth producers, including Cinzano. The wine is often carbon filter, to make a consistent product, increase shelf life and to express a more intense vibrancy of the botanicals.

While white wine is mostly used in vermouth production, red wine can also be used.

A blend of white and red wine can also be used for Rose' Vermouth.

When Italy became a unified Country in 1860, white wines from the South were also used. With their higher alcohol and sugar content, they'd allow Vermouth making without addition of much neutral spirit, if any.

In fact, while fortifying with neutral spirit, a practice introduced by Carpano, is today required to call your product Vermouth, there were published recipes in the past that would recommend to check the ABV of the wine and, if higher than 16%, add botanicals or their extracts, without the need of spirit to fortify.





At Cinzano, every botanical is used in its natural form, they're all treated individually, using different techniques of flavor extraction. Botanicals are also used in a final multi-layered percolation.

As briefly mentioned before, between the aromatic plants used for Vermouth, wormwood is the only one that by law has to be present.



Depending on the style of Vermouth, a different amount of sugar is added to sweeten. Any kind of sucrose is allowed, including beet sugar, more popular in Europe, and cane sugar, like the one used in Australia.

Caramel can be used as colouring. This ingredient has been traditionally added to give consistency to the colour of the end product (hard to control when using real botanicals) and it defines the Rosso style of Vermouth.

**TO RECAP
HOW VERMOUTH
IS MADE**

WINE

75% OF EVERY BOTTLE OF VERMOUTH IS WINE

MUSCAT WAS THE ORIGINAL GRAPE VARIETAL

TREBBIANO or UGNI-BLANC IS COMMONLY USED TODAY

BOTH WHITE AND RED CAN BE USED

BOTANICAL EXTRACTION IN SPIRIT

INTRODUCED BY CARPANO

NOT ALWAYS REQUIRED IN OLD RECIPES

NEUTRAL SPIRIT OF ANY ORIGIN IS ALLOWED

SUGAR

DIFFERENT SUGAR CONTENTS BY STYLE

CARAMEL CAN BE ADDED FOR COLOUR CONSISTENCY

VERMOUTH LEGISLATION (ITA)

MIN 75% WINE

FORTIFIED WITH AN SPIRIT INFUSION

AROMATIC PLANTS MUST INCLUDE WORMWOOD

DIFFERENT SUGAR CONTENT IN DIFFERENT STYLES

ALCOHOL CONTENT BETWEEN 14.5% and 22%

VERMOUTH DI TORINO

100% ITALIAN WINE (RED or WHITE)

MIN 16% ABV

ARTHEMISIA ABSINTHIUM (WORMWOOD)

MUST BE FROM PIEMONTE

MUST BE PRODUCED IN THE PIEMONTE REGION (TWO
EXCEPTIONS)

CARAMEL (E150) CAN BE USED AS COLOURING

CONNECTION WITH THE TERRITORY

HAVE YOU HEARD ABOUT VERMOUTH DI TORINO?

The “Disciplinare del Vermouth di Torino” is a legislation that defines guidelines, rules and regulations to protect the Vermouth di Torino as an Italian Excellence. It took over a decade in the making and the hard work of many passionate experts and producers.

It was first recognised in Italy, only in 2017 and it was approved by the EU in late 2019.



DID YOU KNOW

Pancalieri, a town in Piedmont, not far from Turin, has one of the biggest and best production of wormwood and mint in the World.

Unique to Vermouth di Torino is the strong connection with its territory of origin, through its wine production and herbs.

CINZANO

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**THE BIRTH OF AN
ITALIAN LEGEND**

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CINZANO history starts from two brothers, Carlo Stefano, confectioner and keeper of the Cinzano shop in Turin city center, and Giovanni Giacomo, winemaker, who was looking after the family's estates on the hills outside the city. In 1757, they founded Casa Cinzano, producing wine, premium sugar preparations, cordials and liqueurs.

As a natural evolution, in 1816, Cinzano started the production of Vermouth, using both their wine and liqueur making expertise.

The Cinzanos were providing their specialties by Royal Appointment to the Savoy Court and quickly became a very successful family run business.

By 1830, the family business welcomed Francesco II, the son of Francesco, and grandson of Giovanni Giacomo. With dreams, an open mindset and a true fire within, Francesco II was instrumental in the next chapter of Cinzano's history, seizing a wealth of opportunity with the ongoing experimentation of the vineyards of Santa Vittoria d'Alba.



As suppliers of the Royal Court, Cinzano was entrusted with the duty of creating a sparkling wine that would challenge the quality of French Champagne, wine that was gaining popularity at that time. Finally, in the mid-1800s, the first Spumante was born, expanding the business into the production of sparkling wine and setting the base to evolve from a local storefront to a global brand.

Together with being the first company after Carpano to understand Vermouth di Torino's potential and start their own production, Cinzano were also pioneers in marketing, starting in the second half of the 1800s with advertising on newspapers, posters, continuing to evolve until the Television Era.

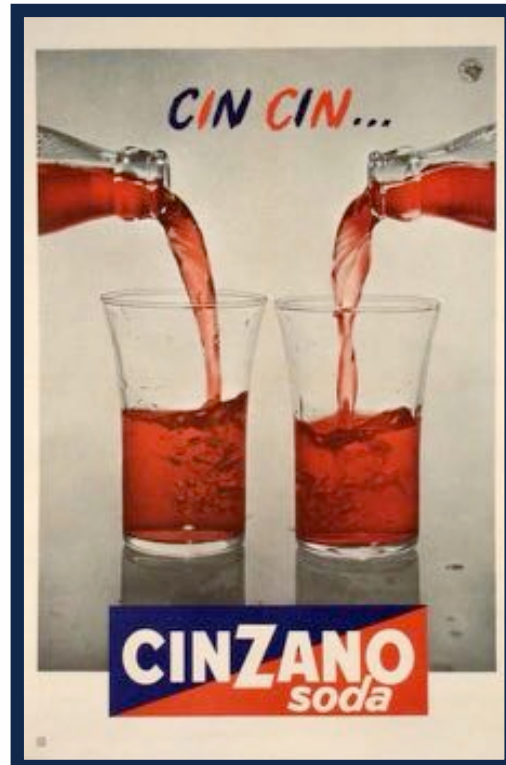


DID YOU KNOW

Confectionery consists in the art of working sugar, largely with a view to transforming and preserving all kinds of fruit. On entering the shop of the Cinzano brothers in the second half of the 18th century, we would therefore have found not only all kinds of sweets, comfits, pralines and candies, sugar decorations — even genuine sculptures for the wealthier tables — jams, marmalades and gelatines, but above all syrups, alcoholic preparations, rose oils and liqueurs, very much appreciated in that period.

Those were the years in which the Cinzano brothers, as confectioners and distillers, were experimenting with recipes for the infusion and sweetening of wines which would eventually lead to the creation of their very own Vermouth.

CINZANO WAS THE BRAND THAT BROUGHT THE WAY OF CHEERING SAYING "CIN CIN" TO POPULARITY, THROUGH POSTERS AND TV ADVERTISEMENTS.





DID YOU KNOW

Cinzano became famous for its progressive and unconventional marketing when, together with keeping presence on newspapers and posters, it started to invest in real estates, renting huge walls from farms along the railway and having its logo painted on the whole building's side, so commuters could see it from their windows.

In the years, they kept this concept of massive murals and adapted it to more modern city living.



CINZANO, AN OFFER YOU CAN'T REFUSE...

CINZANO murals were everywhere. One is also featured in Francis Ford Coppola movie:
"The Godfather", 1972.

The scene of Michael Corleone's wedding in Sicily, was shot in a town's square, where you can see an original Cinzano mural in the background.



**CINZANO
PR°DUCTION**

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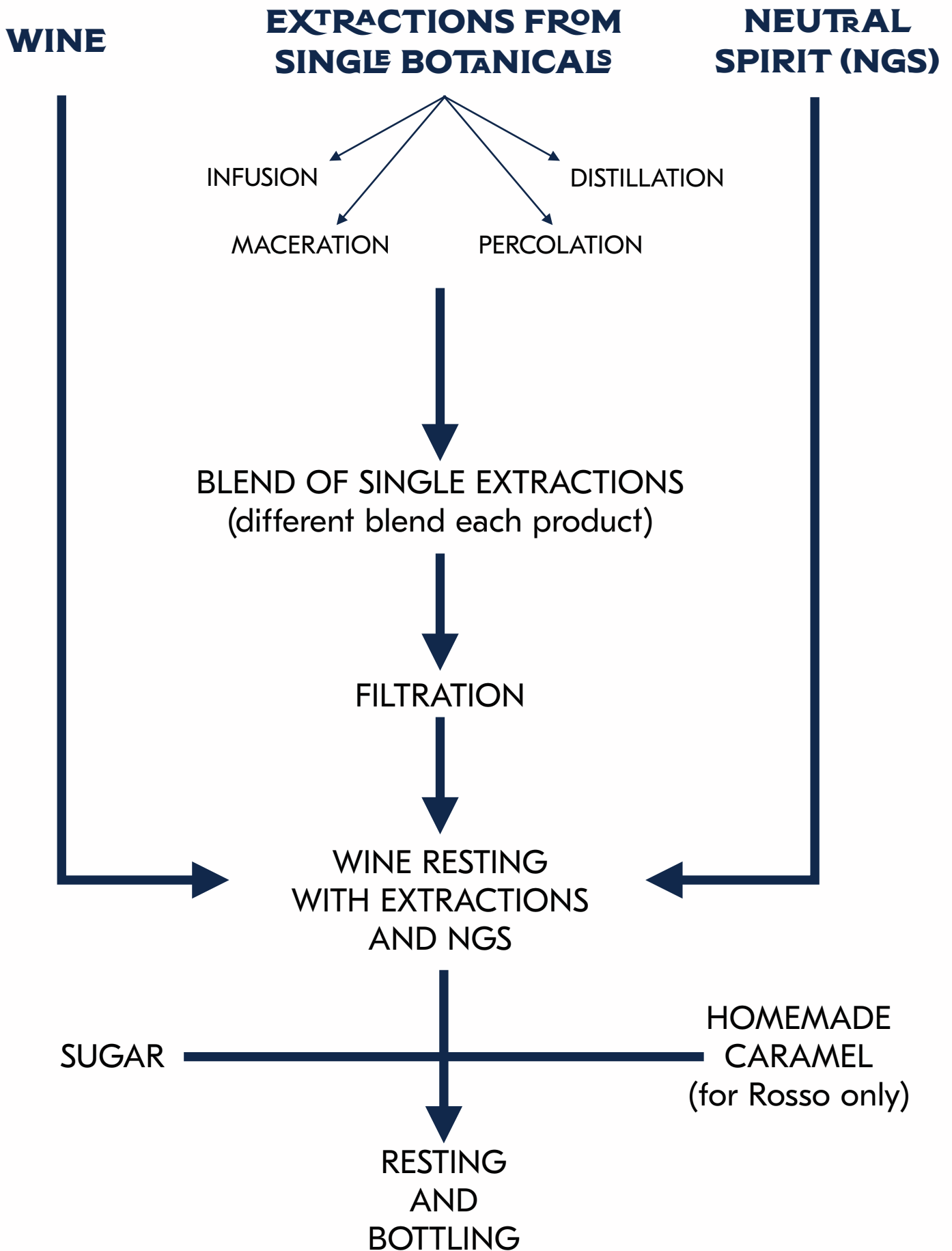
SERGIO COCITO AND NOVI LIGURE

To make Cinzano Vermouth, both Classic and 1757, all flavour extractions start from the botanicals, used dry, whole and in their natural form.

Depending on the ingredient, the extraction happens through different processes. Some of the botanicals are then re-used in a multi-layered percolation in stainless steel, together with some new botanicals. Here, the mixture of wine and alcohol is pushed through the layers in a pressurised environment.

Every single product has its own secret recipe, designed and supervised by Sergio Cocito, who's the Head of Production for Cinzano Vermouth and Sparkling Wines, overall legend and custodian of incredible knowledge.

WHOLE BOTANICALS





DID YOU KNOW

At the production plant of Novi Ligure, in Piedmont, we make and bottle every single drop of Cinzano for the World.

In the same place, all flavour extractions from botanicals happen starting from the raw ingredients, used in their natural form.

HOW MUCH DO YOU KNOW ABOUT CARAMEL?

Caramel is traditionally used in liqueurs to give colour consistency.

The caramel used in Cinzano Rosso and 1757 Vermouth di Torino Rosso is E150a. It's made in house using only sugar, water and heat.

There are many sub-classes of food grade caramel E150. Most of them, sub-classes "b-d" contains additives, including ammonia. Nevertheless, they are legal to be used in liqueurs, although, they certainly don't find a place in Cinzano.



**1757 VERMOUTH
DI TORINO**

1757 VERMOUTH DI TORINO ROSSO



SECRET RECIPE

TREBBIANO WINE BASED

BOTANICALS USED IN THEIR NATURAL FORM

NUMBERED BOTTLES

CRAFTED AND BOTTLED IN PIEDMONT

SMOOTH, ELEGANT, BITTERSWEET

1757 VERMOUTH DI TORINO EXTRA-DRY



SECRET RECIPE

TREBBIANO WINE BASED

MAJORITY OF AROMATICS OBTAINED THROUGH

DISTILLATION OF BOTANICALS, USED IN THEIR

NATURAL FORM

NUMBERED BOTTLES

CRAFTED AND BOTTLED IN PIEDMONT

DRY, GRASSY AND FLORAL



DID YOU KNOW

Even though the recipe for Cinzano Vermouth di Torino is a well guarded secret, some of the botanicals used together with wormwood could be: cinnamon, cloves, orange and lemon peel, rosehip, chamomile, mint, etc.

All botanicals are treated individually, using several different techniques. Some of the machineries are unique to single ingredients and the extraction of flavour can take months.

WHAT IS 1757?

1757 is the year when Casa Cinzano was founded in Piedmont, in the north of what we today call Italy, back then part of the Savoy Kingdom.

Cinzano 1757 Vermouth di Torino is still made in Piedmont, in the factory of Novi Ligure.



THE EVOLUTION
OF ITALIAN
VERMOUTH

CAMPARI ACADEMY



Vermouth di Torino was once more robust than most modern ones and surely had a pronounced bittersweet finishing to it.

Bitterness is a taste that add complexity, therefore, once exposed to it, drinkers started to crave more. It was common practice to add bitters, in drops or spoons to the fortified wine as a particular vermouth serve. Punters were asking for "bittered Vermouth". (a father of the Vermouth cocktail perhaps?)

Smart Vermouth producers, created new bottled recipes that would mimic that bittered Vermouth taste, making, out of a serving style, a finished product. Punt e Mess is an example of Vermouth serve. "Punt e mess" in dialect from Turin means "a point and a half", referring to one part of Vermouth and half part of bitter, poured into a chalice.



Vermouth Chinato, with a higher content of Cinchona bark became also a very popular bittered Vermouth. Probably born from the practice of adding China liqueur to the fortified wine [kee-na] [kee-na-to].

The so called Americano was also a sweet vermouth with no caramel (hence lighter in colour) and with gentian and orange peel extracts increased to become main flavour profiles.

Another classic serve that became a style of finished product was, for example, vanilla Vermouth. Very popular between the ladies, that would add vanilla essence to their drinks, it is still present in the market today with products like Vermouth del Professore Vanilla or Carpano Antica Formula. Barolo (based) Vermouth was also very well regarded. The denomination "Superiore" is part of the Vermouth di Torino legislation, so you can have Vermouth di Torino Superiore, obtained with wines of superior quality.

The above, are all sub-categories of Italian Vermouth that today lost part of their traction or got misunderstood, miscommunicated or neglected by mass marketing campaigns, leaving us with more mainstream categories of Vermouth.



TO RECAP FROM LOW-ABV SERVES TO VERMOUTH STYLES

VERMOUTH DI TORINO

Originally, it had a pronounced bittersweet finishing

BITTERED VERMOUTH

A 'Vermouth serve' obtained adding drops or spoon of bitters to a glass of Vermouth di Torino

PUNT E MES

A 'Vermouth serve' made with a part of Vermouth and half part of Bitter. This "Low-ABV cocktail" inspired a style of bottled products.

VERMOUTH CHINATO

A very famous style of bittered Vermouth, made with a higher amount of cinchona bark. Probably born from the practice of adding China liqueur to the fortified wine

[kee-na] [kee-na-to].

VERMOUTH AMERICANO

A sweet Vermouth where orange peel and gentian notes are increased. Bottled without the addition of caramel.

VANILLA VERMOUTH

Born from the practice of adding vanilla essence to Vermouth. This too, inspired a new style of bottled Vermouth.

BAROLO VERMOUTH (SUPERIORE)

Turin style Vermouth made using premium quality wine.

**MAIN
VERMOUTH
CATEGORIES,
TODAY**

RED, ROSSO, SWEET, ITALIAN

Many ways to call the same style of Vermouth. Sweet, Italian, also known as Rosso, Rouge or Red, depending on the spoken language, is regulated to contain 100 to 150g of sugar per Litre.



This is the closest to the first style of Vermouth di Torino, born on Italian soil as an evolution of Hippocratic wines and other Vermouth.

Sweet style of Vermouth can be done anywhere in the world, although, Vermouth di Torino can only be made, as we saw, in Piedmont.

Robust and rich, usually features a warm, spiced body, often elegant and, if made respecting the traditional flavour profile, with a pleasant bittersweet finishing.

On many old-school bar books, it is referred to as Italian Vermouth, being this the style of Vermouth born in Italy.



FRENCH, DRY



So called French style, is a dryer Vermouth that was born in Marseille, France, in the early 1800s, precisely by the mind of Joseph Noilly in 1813.

Witnessing the success of Italian Vermouth, French liqueur and wine makers, created their own interpretation of the fortified wines.

In their tradition, they have always been masters of dry, powerful herbal liqueurs, with famous representations of recipes inherited by monks and friars.

Same as for the Italian style, Dry style of Vermouth can be made anywhere.

French, Dry or Sec, Extra-Dry or Demi-Sec is a Vermouth where herbal and floral notes are usually forward and where you can have well integrated off/dry, oxidised notes.

The sugar content is lower than Italian style, with a minimum of 30 grams per Litre. Also, the alcohol content is usually on the higher end of the spectrum, compared to its neighbour.



BIANCO, BLANC



Bianco or Blanc, worded once again, depending on the language you speak, Italian or French. Literally “white” Vermouth.

Compared to Sweet Italian and Dry French, this is a much younger style of Vermouth.

Born in Italy in the early '90s, trademarked by Isolabella in 1903, it was made popular in the '20s by Gancia, that marketed towards a more feminine palate.

With a sugar content of 100 to 150 grams of sugar per Liter, Vermouth Bianco is a Sweet style, bottled without the addition of caramel.

The burnt bitterness that is sometimes found in Vermouth Rosso, leaves room to floral and fruity notes, making it a modern and extremely versatile ingredient.

For its lighter, refreshing flavour profile and the use of cinchona bark, it was also largely consumed in the Italian colonies in Africa.



HOW TO
VERMOUTH

DO YOU EVEN VERMOUTH?

Vermouth is an amazing, complex, rich and resourceful ingredients. To make the most out of it, it needs to be used right!

FRESHNESS

Being made of wine for 75% of its volume, it will start to oxidize if left unrefrigerated, losing freshness and vibrancy, developing candied fruit flavour and off top notes.

SERVING STANDARDS & COMMUNICATION

Vermouth is a very versatile ingredient in cocktails, as base or modifier. As it is a fortified wine though, when served on its own, let's treat it as such, with a proper measure of at least 60-75ml that'd allow for degustation and enjoyment, leaving the 30ml single shot to spirits.

The same could be said for long drinks, where we shouldn't be afraid of pouring a 45 or 60ml of Vermouth in our Cinzano 1757 and soda.

To allow transparency with your guest, perhaps consider listing the poured measure and ABV percentage or standard drinks on the menu. That will also justify the price, that should be costed at appropriate wine gross profit.

This will also allow a faster rotation of open bottles, ensuring the freshest serve possible.

We are, or should be, experts of our craft and it's our duty to try to give our guests the best drinks we can, for them, in that particular moment. Suggesting a serve or ingredient that could elevate their choice of drink and take it out of the box, if planned according to their needs, could make you win a returning guest.

IS VERMOUTH A COCKTAIL?

First definition of a cocktail can be found in 1806, when The Balance and Columbian Repository of Hudson, New York, pinned the cocktail down to what we follow today: "a stimulating liquor composed of spirits of any kind, sugar, water and bitters, vulgarly called a "bittered sling."

Consider what we said about Vermouth and overlap it with this definition: spirit of any kind, is used to fortify and extract flavours from botanicals; some of those herbs, roots and spices give bitterness, water (or wine) is a sure ingredient and sugar is used to sweeten.

WHAAAAAAAAAAAAAT?!

Vermouth, bottling Low-ABV cocktails since 1786

**HOW TO
LOW-ABV**

Low-ABV, as we stated and saw throughout, have a great heritage and potential.

Have you considered including Low-ABV drinks in your cocktail list? Cocktails are an understandable way for our guests to approach an obscure ingredient, like, for example, Vermouth.

Being rich, complex and with an incredible versatility, Vermouth can shine in both extremely simple drinks, bringing all the needed flavours, but also balance more complex cocktails.



A Low-ABV section on the menu could answer to the need of patrons that are choosing to drink without the strong effects of intoxication, still wanting to experience amazing flavour and your creativity.

If suitable, an Aperitivo list could also bring top of mind the desire in indulge in a responsible tippie before a meal. (or after, or whenever!)

Lastly, let's not forget that Low-ABV cocktails could allow us to deliver delicious beverages, at a lower-than-spirit cost, therefore being potentially very profitable for our venues.



**CLASSIC:
LEARN FROM THE
MASTERS**

DIPLOMAT



Adapted from Robert Vermeire's "Cocktails: How to Mix Them", 1922

INGREDIENTS

45ml Cinzano 1757 Vermouth di Torino Extra Dry

45ml Cinzano 1757 Vermouth di Torino Rosso

5ml Maraschino

2 dashes Orange Bitters

2 dashes Aromatic Bitters

METHOD

Stir & strain into a Chilled cocktail glass, coupette

Garnish with a Lemon Peel

SWEET VERMOUTH COBBLER



Arguably invented at New York's Waldorf Astoria Hotel, circa 1880s

INGREDIENTS

90ml Cinzano Rosso

7.5ml sugar syrup (1:1)

2 strips of orange peel

6 fresh raspberries

METHOD

Shake & strain over cracked ice (Churn with a spoon instead of shaking if serving over crushed ice) in a Cobbler glass or highball. Garnish with

Mint sprig, raspberries, orange slice, icing sugar (optional). Straw.

ADONIS



Adapted from Robert Vermeire's "Cocktails: How to Mix Them", 1922

INGREDIENTS

45ml Cinzano 1757 Vermouth di Torino Rosso

45ml Fino Sherry

2 dashes Orange Bitters

METHOD

Stir & strain into a Chilled cocktail glass, coupette

Garnish with a Lemon Peel

**REVERSE:
FLIPPING THE
SCRIPT**

REVERSE MARTINI



INGREDIENTS

60ml Cinzano 1757 Vermouth di Torino Extra Dry

30ml Bulldog Gin

2 dashes Orange Bitters

METHOD

Stir & strain into a Chilled cocktail glass, coupette

Garnish with an olive, lemon peel, naked or Oliver Twist

REVERSE MANHATTAN



INGREDIENTS

60ml Cinzano 1757 Vermouth di Torino Rosso

30ml Wild Turkey Rye Whiskey

2 dashes Orange Bitters

2 dashes Aromatic Bitters

METHOD

Stir & strain into a Chilled cocktail glass, coupette

Garnish with a Cherry or Orange Peel, discarded

**MODERN:
BRING THEM OFF
THE BENCH**

TORINO IN THE TROPICS



Tristram Fini, Campari Australia Brand Ambassador, 2019.

INGREDIENTS

60ml Cinzano 1757 Vermouth di Torino Extra Dry

30ml lime juice

15ml pineapple juice

15ml passionfruit pulp

30ml coconut split (1:1 coconut milk and sweetened coconut cream)

30ml pistachio orgeat (recipe courtesy of Imbibe Magazine)

METHOD

Shake & strain over crushed ice into a Balloon or stemmed wine glass

Garnish with Mint sprig, half passionfruit, pineapple slice

SESSION MARGARITA



Adapted from Drew Lazor and PUNCH's "Session Cocktails", 2018

INGREDIENTS

30ml Cinzano 1757 Vermouth di Torino Extra Dry

15ml Manzanilla Sherry

20ml Espolon Tequila Blanco or Montelobos Espadin Mezcal

10ml Grand Marnier

20ml lime juice

5ml agave nectar

Pinch of salt

METHOD

Shake & strain over fresh ice cubes either On The Rocks or an Old-Fashioned glass. Garnish with a Lime wheel.

COOL READS

CAMPARI ACADEMY

FULVIO PICCININO

THE VERMOUTH OF TURIN

THE HISTORY AND PRODUCTION OF
ITALY'S MOST FAMOUS AROMATISED WINE

GRAPHOT

GOOD THINGS TO DRINK

with Melyan & friends



"An essential companion and an exciting treat"
Marco Pierre White

All Day Cocktails

LOW (AND NO)
ALCOHOL MAGIC

140 RECIPES
CELEBRATING
SEASONAL FRUIT,
VEGETABLES
NUTS & HERBS

Diego Ferrari

LOW ALCOHOL NEW FRONTIERS IN MIXOLOGY COCKTAILS

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THANK YOU



The Campari Academy Team

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