



**EXPLORE**  
*Vermouth*

BIBENDUM

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# INTRODUCTION TO *Vermouth*

## What is vermouth?

Since we're including some quinquinas and americanos, the correct question here would be: what is an aromatised fortified wine or wine-based aperitif? In a nutshell, it's at least 75% wine (mostly white) or mistelle, plus distilled alcohol, some herbs, roots, barks, peels and spices, sugar and sometimes caramel colouring. It usually ranges between dry (less than 50g of sugar per litre), extra-dry (less than 80g/L), semi-dry (50 - 90g/L), semi-sweet (90 - 130g/L) and sweet (more than 130g/L of sugar per litre). It also ranges from almost clear in colour to deep tawny or ruby; from light and delicately flavoured to intensely herbal and bitter. It is known for its appetizing properties and usually consumed chilled, over ice or in mixed drinks before dinner. And it's pretty much always delicious.

## Where does it come from?

Another tricky one... residue of rice or millet wine steeped with wormwood, chrysanthemum, China Fir and other herbs, dating back to the Shang Dynasty (ca.1200 - 1000 BC), has been found in China in 2004. So, you might conclude China. But you might also argue that in its current form and labelled vermouth (or vermut), it made its commercial debut in Torino (now Italy) in the late 1700s. Or that at any time in between, pretty much everywhere in between, someone, somewhere steeped herbs into brewed alcohol for medicinal or recreational purposes.

# Ingredients

## Wine

The base wine used for vermouth is usually dry, of medium alcohol and rather neutral. Most common grape varieties used in France are Picpoul, Clairette Blanche, Colombard, Ugni Blanc (aka Trebbiano in Italy) and Macabeu. In Italy it's mostly Trebbiano, Moscato and other indigenous varieties. Red wines are rarely used, with some exceptions being Byrrh, Dubonnet or Barolo Chinato.

## Mistelle

Grape juice or grape must, either fresh or at the beginning of fermentation, fortified with grape distillate to stop or prevent fermentation. Famous examples are Pineau de Charentes and Floe de Gascogne.

## Alcohol

The alcohol used to fortify the wine is usually grape based, but could also be neutral grain spirit, fruit eau de vie or even made from sugar beet.

## Sugar

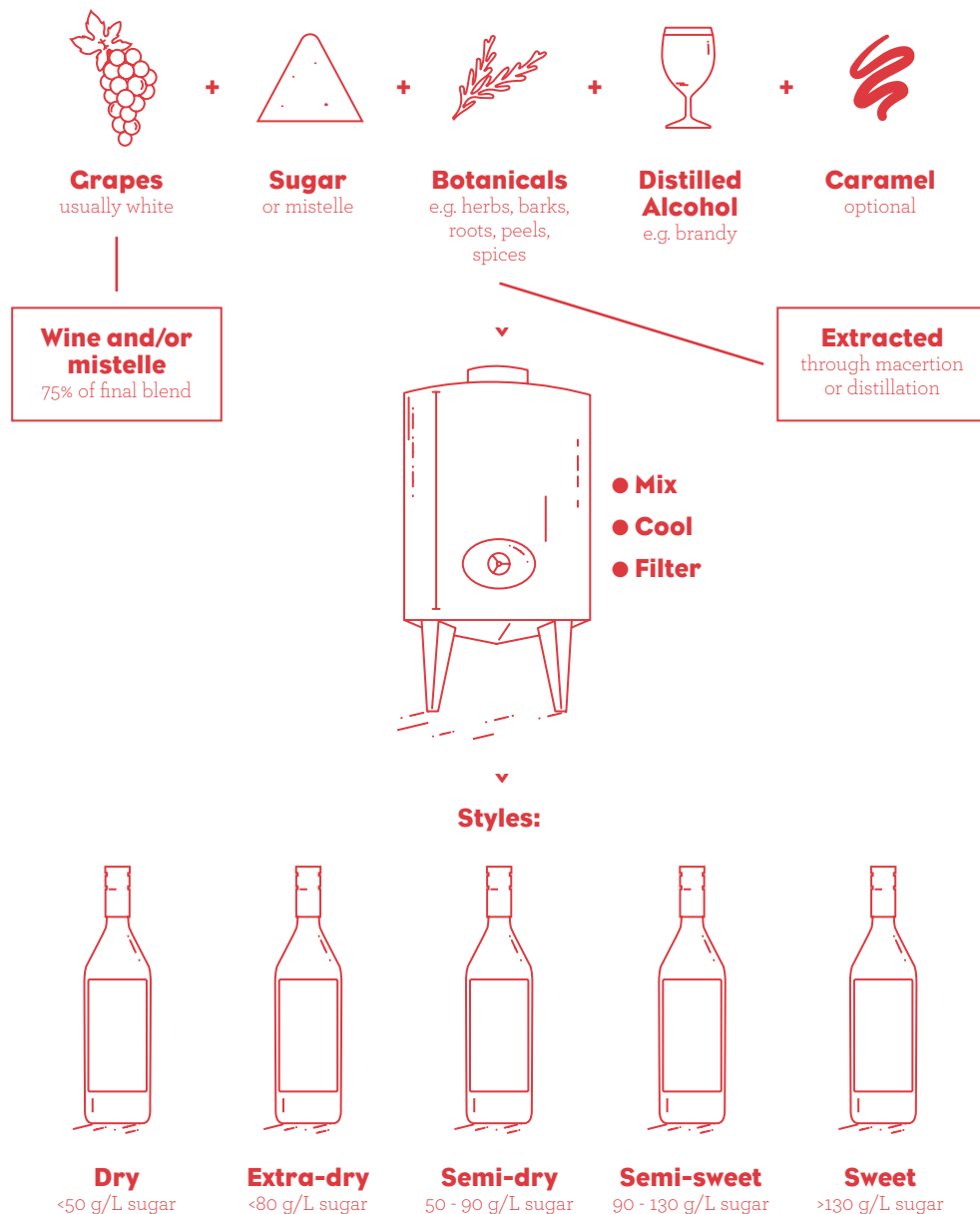
Vermouth can only be sweetened with grape must, concentrated grape must, rectified concentrated grape must, sucrose or sugar. Caramel can also be used for sweetening and to add colour.

## Botanicals

Here we have to differentiate the siblings. Where one of the three types of wormwood must be used to make vermouth, Quinquina must contain quinine and Americano must be made with wormwood and gentian. All of them typically also contain some or all of the following, and many more: calamus, angelica seeds, liquorice root, St John's wort, star anise, lavender, thyme, orris root, cinnamon, chamomile, cascarilla bark, tonka bean, cardamom seeds, red sandalwood, rose petals, cloves, nutmeg, allspice, bay leaf, cassia, caraway, coriander, vanilla, genepi, galangal, ginger, sage, saffron and juniper - no wonder it works so well with gin!



# How it's made



When it comes to production and ingredients, most producers are very tight lipped, so it isn't surprising that some recipes have remained company secrets for centuries. Some producers even went as far as carrying out different parts of production in different cities so that not one single person would know all the steps taken to create the final product.

So, without being able to provide too much specific detail, here's how vermouth and other aromatised fortified wine or wine-based aperitifs are made...

Let's start with the botanicals. Most aromatised fortified wines aren't made by simply macerating all the herbs and spices into the wine, but rather by using a botanical extract to flavour it. This botanical fingerprint is usually easily recognisable in every single product of a certain brand as a kind of family trait. It defines the brand's identity and is a closely-guarded secret.

To make this extract, different methods can be used: maceration or distillation in water or alcohol, depending on the best way to extract a specific flavour from a specific botanical. Whichever mix of herbs and spices, and whatever process being used, anyone who values quality will make their own extract. Very few producers, like Noilly Prat for example, still macerate the botanicals directly into the wine. This is a lengthier process, requiring more botanicals and bigger vessels.

By law, 75% of the final aromatised fortified wine must be wine or mistelle, or a mix of both. Most producers don't really talk about their base wine and it can be assumed that fresh, rather neutral, local white wines are used, sometimes a blend of different regions and vintages to assure consistency. Well-known exceptions are the Carpano Vermouths, which became famous for the use of highly aromatic muscat wines, and Noilly Prat, who uses an oak-aged, oxidized, almost sherry-like blend of Clairette Blanc and Picpoul.

A famous example for the use of mistelle is Byrrh, which is made from aged Grenache and Carignan mistelle. And of course, there's Barolo Chinato, which is based on wine from Barolo DOCG, made from the Nebbiolo grape.

Now that we have the botanical extract and the base wine covered, all we need to add is sugar, alcohol and some caramel colouring, if needed. The kind of sugar and amount of alcohol and caramel depends on the brand's style for their final product. After blending all the ingredients together, there will usually be a resting period, before the wine is filtered and bottled.

# History and heritage

I promise, I will keep this brief... which seems pretty impossible considering that the idea to steep healing herbs and barks into something alcoholic is almost as old as mankind itself.

Okay, I'm exaggerating a little, but wormwood (which is wermut in German) has been mentioned in the Bible: "The name of the star is Wormwood. A third of the waters turned bitter, and many people died from the waters that had become bitter," Revelation 8:11. True, that's wormwood in water killing people, not wormwood in wine, healing them. But scientists have found proof that wormwood steeped in rice wine has been a beverage of the kings and part of ritual offerings in China since the Shang Dynasty over 3,000 years ago. We can also find proof of wormwood in Indian medicine around 1500BC, while wormwood wine in ancient Greece dates as far back as 400BC (often accredited to Hippocrates himself and hence also called 'Hippocratic wine').

Fast forward 2,000 years to the 15th century and we have Gutenberg's invention of type printing, spreading information from Europe to the British Isles and beyond. This included information about wormwood wine and its miraculous effects on the constipated and gaseous population. The British dubbed it eisel and according to Shakespeare, weren't too fond of the brew so they tried steeping wormwood in ale instead, adding more herbs and flowers, and making it into purl. Obviously, having botanicals steeped into grain alcohol at around 1600AD quickly turned into making gin instead of vermouth, so if we want to continue our journey, we must look elsewhere, somewhere with a long winemaking tradition and lots of herbs and spices available. I'm talking about Italy of course (and France, but more on that later).

## Italy

Although wormwood wine had been made all over the place for centuries (quite famously in Germany where the term wermut, or vermouth, comes from, using wine from the Rhine region), it was in Italy where it first found commercial success. In Torino, to be precise, which was the official residence of the dukes of Savoy and kind of a hot spot for café culture and sipping aperitif in the piazza. It was there that Antonio Benedetto Carpano, an assistant to a spirits merchant and bar owner, created a beverage called vermouth in 1786 and started selling it in the shop. He was the first to use sweetened, fortified muscat to make an aromatised fortified wine with a sophisticated taste and it became a roaring success with local society. The rest is pretty much history. Other big Italian brands like Cinzano, Gancia, Cora and eventually Martini & Rossi emerged one after the other.

## France

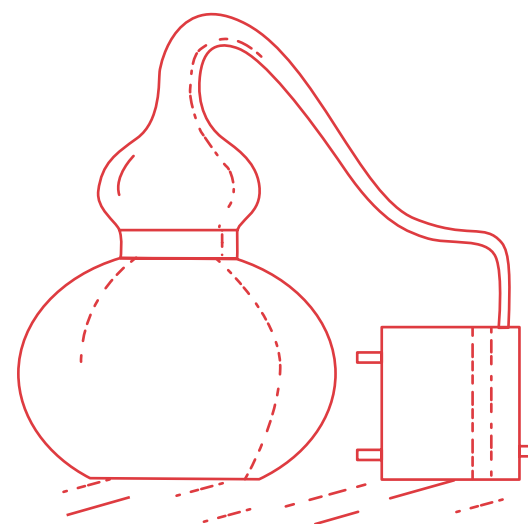
Meanwhile in France Joseph Noilly, an absinthe and liqueur manufacturer and lover of white Clairette from the Languedoc, realised the potential in the wines of southern France and set up a vermouth production site in Marseillan on the Mediterranean coast in 1813, making a white, dry, slightly oxidized style of vermouth.

Not much later, in 1821, Joseph Chavasse, a liqueur manufacturer from Chambéry in the Alps, created his own style of vermouth - white, fresh, fruity, slightly sweeter than the wines from the Mediterranean and with local alpine herbs. The Vermouth de Chambéry was awarded the AOC for Chambéry (the only vermouth to do so). Chavasse's successor and son in law Louis Ferdinand Dolin later gave the company its name, which it still carries today.

## Spirits training

Our in-house training team can offer various training courses on spirits, from Spirits Confidence (run in collaboration with Diageo Bar Academy) and Spirits Distilled (a one-day workshop), to Definitive Distillation (getting geeky with spirits and practical tips on running a profitable bar).

Contact the training team at [trainingadmin@bibendum-wine.co.uk](mailto:trainingadmin@bibendum-wine.co.uk) to find out more.



# Vermouth and family

Categorising aromatised fortified wine isn't as straightforward as other types of booze since the base liquid (mistelle or wine, from different grape varieties, etc), production process (fresh or dry botanicals; direct maceration or botanical extract), most of the botanicals, sugar and alcohol levels can vary, and pretty much every style (with the exception of Vermouth de Chambéry AOC) can be made anywhere. But let's give it a shot anyway.

## Dry vermouth

*Often referred to as French vermouth*

- Maximum of 50g/l sugar
- Between 16 and 22% ABV
- Usually white or straw colour
- Originally from France, but now made by almost every major producer
- Famous examples are Noilly Prat (Mediterranean style) and Dolin Dry (Alpine style)

## Sweet vermouth

*Aka Italian vermouth, red vermouth or Vermouth di Torino*

- Up to 200g/l sugar
- Between 14.5 and 22% ABV
- Dark amber to deep tawny colour
- Contains caramel colouring
- Originally from the Piedmont region, but now made by almost every major producer
- Famous examples are Carpano Classico and Noilly Prat Rouge (on the French side)

## Extra dry vermouth

*Sometimes the Italian alternative to having a dry vermouth*

- Maximum of 80g/l sugar
- Legally between 15 and 22% ABV, though most have 15%
- Usually white or straw colour
- Mostly a cheaper alternative to dry vermouth because of the lower alcohol content
- Famous examples are Martini Extra Dry and Cinzano Extra Dry

## Bianco or blanc vermouth

- Sugar level isn't legally specified, but usually almost as high as sweet vermouth
- Between 14.5 and 22% ABV
- Usually white or straw colour
- Dolin Blanc was the original Vermouth de Chambéry and the Italian biancos were loosely inspired by the Chambéry style, though usually a bit sweeter, heavier and more herbal
- Famous examples, apart from Dolin, are Martini Bianco and Gancia Bianco

## Vermouth Chinato

*Hybrid between vermouth (usually sweet or bianco) and quinquina*

- Has chinchona bark or quinine as an additional bittering agent
- Between 14.5 and 22% ABV
- Can be bianco or rosso colour and just as sweet, but more bitter
- Famous examples are Punt e Mes and Mancino Bianco Ambrato

## Americano

*The love child of vermouth and gentian (a gentian root-flavoured, Alpine bitters like Salers and Suze, which aren't wine based)*

- Usually more bitter than sweet vermouth, but just as sweet, with an earthy kick from the gentian root
- Between 14.5 and 22% ABV
- Can be white or red
- Famous examples are Cocchi Americano and Vergano Americano

## Chinato

*Not a vermouth but similar in production process, with chinchona bark or quinine giving the bitterness instead of wormwood*

- Sugar content similar to sweet vermouth
- Between 14.5 and 22% ABV
- Often not as herbal as vermouth
- Can be white or red (with the reds usually made from red grapes)
- Famous examples are Lillet Blanc, Dubonnet and Barolo Chinato

## The newbies

Vermouth is finally 'en vogue' again (it took long enough!) and a few new products have been brought to the market that don't really fit into any of the traditional categories. Those include:

### Rosé or rosato vermouth:

Usually not as herbal and more fruit forward, examples include Belsazar Rosé and Martini Rosato.

### Golden or amber aperitifs:

Sometimes lower in alcohol, lighter in body and medium sweet, examples include Noilly Prat Ambre and St Raphael Ambre.

### All eyes on the base wine:

Vermouths that use very special bases to create an extraordinary flavour profile. Examples include La Quintinye Vermouth Royal (which uses Pineau de Charentes), Lustau Vermouths (which are sherry based), and Ferdinands and Belsazar (both with a Riesling-based vermouth).

# Forgotten and classic cocktails

## Christina's favourite vermouth drinks

I hate it when people tell you how to best serve their product, usually giving you specs that make for horrible drinks, but using lots of their booze. So instead I would like to introduce you to some very dear friends of mine, the way I make them, hoping you will love them as much as I do and make them your own – the way you see fit.

### Bamboo Cocktail

This sophisticated, subtle beauty was most likely created in the late 1880s by Louis Eppinger, the manager of the Grand Hotel in Yokohama, Japan. Its first appearance in writing can be found in Thomas Stuart's 1904 reprint of his 1896 book *Fancy Drinks and How to mix them*. Bone dry and complex, it makes the perfect aperitif. Although it is often assumed that a Bamboo must be made with fino or manzanilla, early recipes simply state sherry, or dry sherry. I actually prefer to use older, nuttier wines like amontillado or oloroso. So here's my take on it:

#### Ingredients

35ml	Amontillado sherry
35ml	Dry vermouth (French)
2 dashes	Angostura
2 dashes	Orange bitters

#### Serve

Up with a lemon twist

### Adonis

For those who don't quite appreciate the dryness of the Bamboo, but still want to stay 'shim', the Adonis makes for a bolder, rounder alternative. It dates to the mid-1880s and was named in honour of the first Broadway musical to run for more than 500 performances. Again, most recipes just ask for dry sherry and with this one I like to go manzanilla to add some freshness to the rather heavy, sweet vermouth.

#### Ingredients

35ml	Manzanilla sherry
35ml	Sweet vermouth (Italian)
1 dash	Orange bitters

#### Serve

Up with an orange twist

### Chrysanthemum

This vermouth-based masterpiece is thankfully having a bit of a comeback. Widely known by most through Harry Craddock's *The Savoy Cocktail Book*, it appeared in Hugo Ensslin's 1917 book *Recipes for Mixed Drinks* first. While Ensslin's recipe asks for equal parts vermouth and benedictine, I'm more of a fan of the Savoy's 2:1 ratio.

#### Ingredients

50ml	Dry vermouth (French)
25ml	Benedictine
3 dashes	Absinthe

#### Serve

Up with an orange twist



## Amarcord

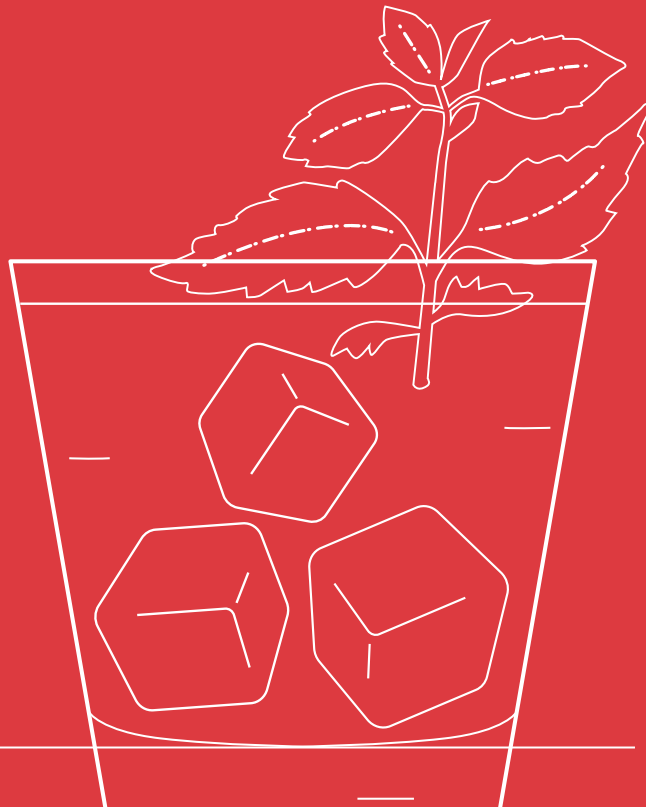
Finally, I want to include something a bit more recent. Created in Paris in 2012 by Candelaria's Josh Fontaine, this was one of my favourites to make and drink during my time in Paris, and should not be forgotten!

## Ingredients

60ml	Sweet vermouth (Carpano Classico)
20ml	Fresh lemon juice
20ml	Simple syrup (1:1)
8-10	Mint leaves
2 dashes	Absinthe

## Serve

Shaken and double strained, served on the rocks and garnished with a mint sprig



## Service and storage

### People, put your vermouths in the fridge!

Like any other fortified wine, vermouth, quinquina and americano are wine based. And like any other wine\*, once they are open, they deteriorate. Yes, they are fortified. And yes, some vermouths are based on oxidized wines (like Noilly Prat) or even sherries (like Lustau), which makes them oxidize slower than a light, fresh Chablis for example. Nevertheless, make sure they are always stored cold and once opened, you use them up quickly (ideally within two weeks).

Obviously, you have to have at least one dry and one sweet vermouth in every bar to be able to provide classics like Martinis and Manhattans. However, not every bar sells a lot of those, so what can you do to keep your vermouth fresh and your wastage at a minimum?

I've included a few of my favourite cocktails on pages 10 to 12 that use vermouth as a main ingredient. Listing one of those (or something similar) will help your rotation. Why not put a vermouth and tonic as aperitivo recommendation on your food menu if you work in a restaurant? Or train your staff to recommend it as a lighter alternative to a G&T? Why not implement a 'Negroni hour' in the early evening?

The more bitter styles like americano or Punt e Mes also work well on ice after dinner as a digestif. Again, I'm sure you have plenty of ideas yourself. What I'm trying to say is, don't invest silly money in 20 different fancy gins just to mix them with a dry vermouth that has been sitting opened on the shelf under a lamp for six months and tastes like vinegar. Simply selling more of it will do wonders to your drink quality and your GP!



*\*The exception to this is Madeira, which through its production method is immune to oxidization and keeps perfectly well for years.*



# PRODUCERS & products

## MARTINI

### BASED

Turin, Italy

### ESTABLISHED

1863

The original Martini Vermouth was created by the Martini & Rossi families back in 1863 and Martini has since become the world's most popular (and most awarded) aperitivo. While there's been various range additions, their vermouths are always made using the original recipes handed down through generations of master blenders.

Today, Martini still works with the original families to harvest the finest Italian herbs and grapes. Their vermouth is made by selecting high-quality Italian artemisia and herbs blended together before being mixed with fine white wine. Martini recently created the more complex and rich Riserva Speciale range. The Ambrato uses four types of Artemisia and a selection of rare and exotic botanicals, such as Roman chamomile and Chinese rhubarb.



### Martini Bianco Vermouth

This is an approachable vermouth with just a hint of bitterness to balance the sweetness. The ingredients in the blend bring a mix of vanilla notes and aromatic herbs.

**ABV:** 15%

**Size:** 75cl



### Martini Extra Dry Vermouth

Pale gold in colour, with a delicate nose of raspberry, lemon and orris root. This extra dry vermouth is well balanced, with a fresh finish.

**ABV:** 15%

**Size:** 75cl

# MARTINI

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## Martini Rosato Vermouth

The Rosato combines notes of cloves, cinnamon and nutmeg with the lighter aromatics of raspberry and lemon. A particularly delicate infusion process creates a soft, perfumed and spicy style.

**ABV:** 15%

**Size:** 100cl



## Martini Riserva Speciale Ambrato

This is made using small parcels of Moscato Bianco DOCG wine aromatised with three types of artemisia and delicate Roman chamomile, before the addition of yellow cinchona and Chinese rhubarb. The result is a vermouth with a fresh, lightly bitter, floral and herbal character with a touch of honey on the finish.

**ABV:** 15%

**Size:** 75cl



## Martini Rosso Vermouth

Italian herbs and botanicals were used to create this rich and complex vermouth. The perfumed bitter-sweet edge and herbal character make this a very refreshing serve with tonic.

**ABV:** 15%

**Size:** 75cl

# NOILLY PRAT

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## BASED

Marseillan,  
Southern France

## ESTABLISHED

1813

It is a well-known fact that leaving wine in a barrel alters its characteristics. Wine that was transported long distances in barrels and exposed to the weather became darker in colour and fuller flavoured. It was to mimic this natural process that Joseph Noilly, in 1813, designed a process that made France's first vermouth. In 1855, his son Louis Noilly and son-in-law Claudius Prat set up the company that became Noilly Prat, moving the business to Marseillan where it remains to this day. The brand was acquired by its Italian competitor Martini & Rossi in 1971, which was merged into the Bacardi-Martini family of brands in 1992.



## Noilly Prat Vermouth

Pale golden colour with slightly oaked mistelles and herbal aromas balanced with floral notes and hints of chamomile. A dry white vermouth with a complex yet delicate bitter finish with a touch of spice.

**ABV:** 18%

**Size:** 75cl

# COCCHI

## BASED

Asti, Piedmont, Italy

## ESTABLISHED

1891

Giulio Cocchi, a young pastry chef keen to experiment with new flavour combinations, founded the company in 1891 in Asti, a medieval hillside town surrounded by vineyards in north-west Italy. By blending Moscato wines with alpine herbs, Piedmontese botanicals, and rare exotic spices, he created the drink enjoyed at the Royal Court of Savoia, and then exported it all around the world. Since the 1990s, Cocchi has been run by the Bava family, fifth generation Barolo wine producers and now custodians of these historical recipes.

Handcrafted by adding extracts of more than 30 different botanicals to a sweet wine base and then fortified, Cocchi's vermouth and aromatised wines can be enjoyed as an aperitivo or after dinner digestive.



## Cocchi Vermouth di Torino

Full flavoured, yet perfectly balanced, this vermouth is bittersweet and full bodied. The cherry and menthol notes mingle with dried apricots, orange peel, earthy liquorice and subtle savoury herbal notes. A rich concoction, perfect on its own or mixed in classic cocktails.

**ABV:** 16%

**Size:** 75cl



## Cocchi Americano

Spicy and sweet on the nose, with orange blossom, elderflower and hints of bitter herbs. This sweet vermouth is well balanced with extracts of orange peel, gentian flowers and cinchona barks. Topped with tonic water or sparkling wine, it's the quintessential Italian aperitivo.

**ABV:** 16.5%

**Size:** 75cl

# LILLET

## BASED

Podensac, Bordeaux, France

## ESTABLISHED

1872

Lillet is a premium aperitif created in 1872 by brothers Raymond and Paul in the wine cellars of Podensac, a small village south of Bordeaux. Unique in its origin, this is the only aperitif from Bordeaux.

Lillet comes from a subtle blend of wine and fruit infusions and is prepared by the cellarmaster using methods passed down since the 19th Century. Serve with gin or in cocktails, Lillet inspired the famous Vesper creation, James Bond's favourite drink.



## Lillet Blanc Vermouth

Candied orange, pine, lime and fresh mint with a hint of floral honey on the nose. Fresh, bold and fruity, Lillet Blanc has an appealing aromatic intensity, with a fresh and lingering finish.

**ABV:** 17%

**Size:** 70cl



## Lillet Rose Vermouth

Delicate aromas of berry, orange, blossom and grapefruit. It is fresh, lively and fruity, with a balanced structure, refreshing acidity and long, aromatic finish.

**ABV:** 17%

**Size:** 70cl

# CINZANO

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## BASED

Torino, Italy

## ESTABLISHED

1757

June 6, 1757 marks the beginning of Cinzano's life. Two brothers, Giovanni Giacomo and Carlo Stefano Cinzano, received their diplomas as master distillers and opened a small shop in Italy's Turin. Invented by Benedetto Carpano in 1786, their vermouth soon became one of the most requested of their productions. A favourite among the aristocracy and middle classes, the Cinzano family were one of the first pioneers to experiment with the new formula.

The family business was passed on to Carlo Giuseppe (1755) and his son Francesco (1787), who distinguished himself by attending the University of Master Distillers; he became a councillor in 1833 and mayor in 1836.



### Cinzano Bianco

A delicate infusion of white peach, blossom and freshly-spiced marjoram, with notes of fresh thyme. A sweet, mouth-coating vermouth with hints of fruit, vanilla bean and cinnamon, and a persistent, bittersweet finish.

**ABV:** 15%

**Size:** 75cl



### Cinzano Extra Dry

Fresh aromas of mint, sage and oregano are clear on the nose, with a hint of spice. The extra dry has a herbal, mouth-warming flavour with a crisp, mildly bitter finish.

**ABV:** 15%

**Size:** 75cl

# CINZANO

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## Cinzano Rosso

An aromatic mix of vanilla and black cherry, with a hint of creamy caramel. Smooth, with a hint of initial sweetness followed by spices and bitterness, and a botanical finish of artemisia.

**ABV:** 15%

**Size:** 75cl



## Cinzano Rosso 1757

Smooth, spiced notes followed by dried figs, oak, vanilla and sour black cherry aromas; rounded and smooth with notes of wood, tobacco and liquorice. The finish provides pleasant bitter notes, typical of artemisia.

**ABV:** 16%

**Size:** 100cl



## BELSAZAR VERMOUTH

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### BASED

Staufen, Black Forest, Germany

### ESTABLISHED

2013

Belsazar was founded in 2013 by Sebastian Brack and Maximilian Wagner. Working with Philipp Schladerer, fifth generation of the Schladerer Distillery on the edge of the Black Forrest, their focus remains on top quality and perfection in production. With 170 years' experience of producing high-quality fruit brandies, which are used to aromatise Belsazar Vermouth, they created a complex and innovative wine aperitif - a modern classic.



### Belsazar Vermouth Dry

Dry and distinguished, with aromas of summer fruits, chamomile and a hint of fresh yeast, followed by bitter notes of gentian, Seville orange, cinchona, coriander and absinthe. These fruity tones contrast with the dry finish of the Gutadel wine from the South Baden region.

**ABV:** 19%

**Size:** 75cl

## BELSAZAR VERMOUTH

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### Belsazar Vermouth Rosé

Versatile and light, the rosé was made using the finest, biodynamic rosé wine from Spätburgunder. Bittersweet and summery, it has a harmonious blend of pink grapefruit, Seville orange and orange blossom, with raspberry notes on the finish.

**ABV:** 17.5%

**Size:** 75cl



### Belsazar Vermouth Red

Full bodied and bittersweet, this vermouth has a rich and decadent Spätburgunder (Pinot Noir) and Muskateller wine base. Complemented by vanilla, tonka bean, candied orange, bitter chocolate, nutmeg and clove, it leaves a lasting sweet impression on the palate, offset by a bitter hint of wormwood.

**ABV:** 18%

**Size:** 75cl



### Belsazar Vermouth White

Mild and sweet aromas on the nose, with hints of vanilla. Clear notes of dried peach and orange are accentuated by herbs and spices, contrasting with the naturally sweet Gewürztraminer and ice wine base.

**ABV:** 18%

**Size:** 75cl



## SACRED

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### BASED

London, England

### ESTABLISHED

2009

Sacred Spirits is a family-run distillery and a multinational, multi-product drinks company based in London. Founded in 2009 by Ian Hart and Hilary Whitney, the brand has established a strong reputation in the UK, Europe, the US and the Far East for its award-winning gins, vodkas, whiskies, vermouths and aperitifs.

Made using organically-sourced botanicals vacuum distilled in Highgate, north London, the original distillery is based in the family home, with the second one just a few yards from the famous cemetery. Sacred vermouths are made with English wine from Three Choirs in Gloucestershire - the first vermouth producer to use English wine - and a combination of organic roots, herbs, barks, peels and spices.



### Sacred English Spiced Vermouth

Moderately sweet with balancing bitterness. It is warmly spiced with notes of cinnamon, cardamom, nutmeg and herbal complexity. Lifted by zesty citrus, it has a long, spicy, bittersweet finish with red berry and orange zest.

**ABV:** 18%

**Size:** 75cl



### Sacred English Amber Vermouth

Delicate, floral and with a distinct note of Spanish sweet orange, this vermouth closely resembles the legendary Kina Lillet in the Vesper Martini (immortalised by Ian Fleming in Casino Royale, 1953). As such, it is served by Alessandro Palazzi of Dukes Bar, SW1, in all of their Vespers.

**ABV:** 21.8%

**Size:** 75cl

## CARPANO

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### BASED

Milan Italy

### ESTABLISHED

1845

Acquired by Fratelli Branca in 2001, the Carpano story began in Turin in 1786. Herbalist Antonio Benedetto Carpano invented the formula that was to give rise to the category of vermouth products, by combining herbs and spices with muscatel. Carpano's wine shop was situated just opposite the Royal Palace and, confident of the appeal of his new product, Antonio sent a crate of vermouth to King Vittorio Amedeo III. The king took such an immediate liking to the drink that he adopted it for the royal household.

As the years went by, the success of Vermouth Carpano continued, surviving two World Wars, and the basic production of the vermouth has remained relatively unchanged. The latest addition to the family is the Carpano Dry. This completes the product range, keeping in line with the Carpano tradition, with added innovation by Distillerie Branca.



### Carpano Bianco Vermouth

Fresh and complex aromas, with citrusy and exotic fruit flavours. Fresh cocoa beans and almonds complete the bouquet of this vermouth.

**ABV:** 14.9%

**Size:** 100cl



### Carpano Classico Vermouth

Spice and citrus flavours complement the wormwood notes to give this classic vermouth a balanced and smooth taste.

**ABV:** 16%

**Size:** 100cl









**BIBENDUM**

Bibendum 109A Regents Park Road, London NW1 8UR  
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