



ASTI 1891

# COCCHI

*Giulio Cocchi*

## BRAND PRESENTER



  
**SPECIALITY  
BRANDS**  
DRINKS AGENCY

# THE ITALIAN APERETIVO SINCE 1891



## TRADITIONAL ITALIAN ORIGINS

Established in 1891 by Giulio Cocchi in Asti, Italy, Cocchi is renowned for the quality of its vermouths, aperitifs and sparkling wines. Cocchi began producing quality aromatic-infused wines and, by the turn of the century, Barolo Chinato and Aperitivo Americano, had become very popular across international markets.



## FAMILY-OWNED VERMOUTHS & APERITIFS

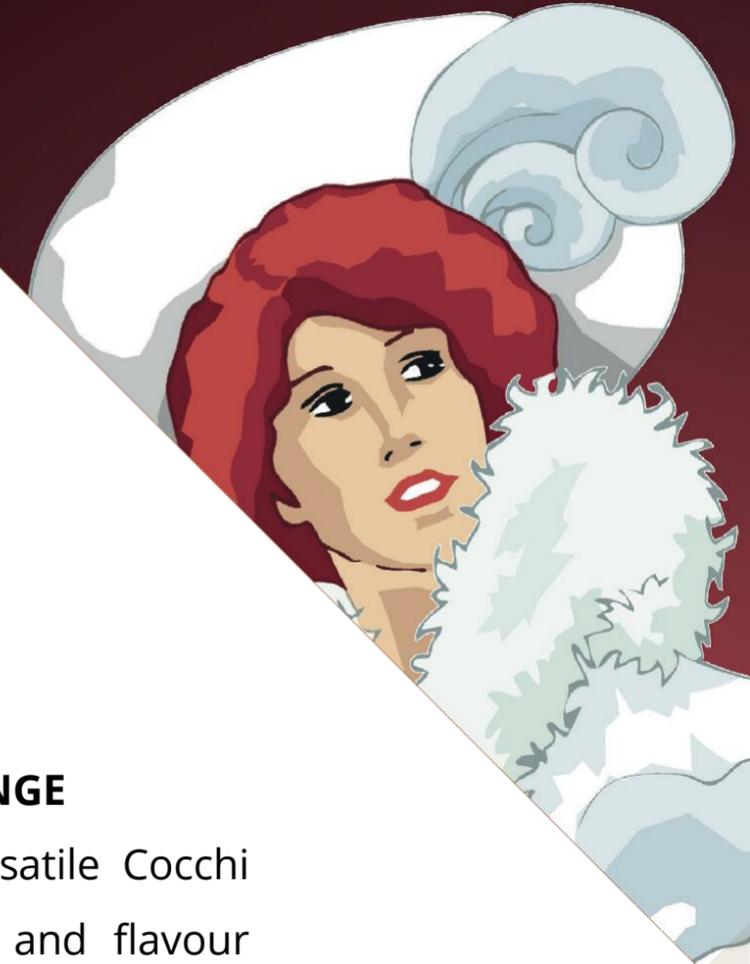
Cocchi is now owned by renowned wine producers, the Bava family, who operate with passion, dedication and precision at their core. Many products are still being made following the original recipes created by Giulio Cocchi and it's this combination of high quality wine and ingredients with century-old technical expertise that defines Cocchi's authentic and elegant style.



## WORLD CLASS VERSATILE RANGE

The highly respected and versatile Cocchi range has a range of styles and flavour profiles that work perfectly as stand-alone aperitifs or as the foundation of classic cocktails from the Spritz to the Negroni & Manhattan.

VERMOUTH DI T



# PRODUCT RANGE



**COCCHI  
VERMOUTH DI  
TORINO**

**RRP £23.50**



**COCCHI  
AMERICANO**

**£22.50**



**COCCHI  
AMERICANO  
ROSA**

**£23.50**



**COCCHI  
BAROLO  
CHINATO**

**£36.45**



**COCCHI  
VERMOUTH  
DOPO TEATRO**

**£26.95**



# COCCHI VERMOUTH DI TORINO

75CL | 16.5% | £23.50



## CLASSIC ITALIAN VERMOUTH

A 'classic' sweet Italian vermouth, using the same recipe created by Giulio Cocchi in 1891. Produced using Moscato wine as its base, and blended with a secret recipe of local and exotic botanicals.

## NOTES OF DRIED FRUIT AND DELICATE SPICES

Complex with a traditional bittersweet character and enhanced layers of fruity, herbal richness. With its notes of candied oranges, cacao and bitter gentian, this is a full-flavoured aperitif as well as an excellent cocktail ingredient.

## THE CLASSIC NEGRONI

Combine 25ml Cocchi Vermouth di Torino, 25ml Campari, 25ml Boatyard Double Gin. Stir all ingredients in a rocks glass with one large cube of ice. Garnish with an orange zest.

## BARTENDERS' FAVOURITE

Cocchi Vermouth di Torino was crowned the '2020 Top Trending Vermouth' and '2020 Best Selling Vermouth' in the World's 100 Best Bars by leading trade publication Drinks International.

## TRADITIONAL ITALIAN ORIGINS

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## VERSATILE APERITIF & PERFECT FOR COCKTAILS

Delicious neat or on the rocks, Cocchi Vermouth di Torino is the indispensable spirit for the creation of many classic cocktails, from the Negroni to the Manhattan.



# COCCHI AMERICANO

75CL | 16.5% | £22.50



## APERITIF MADE WITH ITALIAN MOSCATO WINE

Cocchi Americano is a wine-based aperitif produced in Piedmont, Northern Italy, using Moscato grapes and a secret blend of botanicals. Produced to the same recipe without interruption since 1891.

## TROPICAL FRUIT FLAVOURS AND RICH BODY

Bitter oranges and elderflower on the nose, followed by tropical notes of mango, pineapple and papaya. The Moscato wine's rich body makes this the perfect ingredient in the Italian Spritz.

## AMERICAN APERITIF

Named Americano because the drink was bitter 'amaricato' from the addition of gentian and wormwood, and also because 20th century Americans had the habit of adding ice and soda to spirits and vermouths.

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### THE CLASSIC ITALIAN SPRITZ

Add 50ml Cocchi Americano to a wine glass full of ice, top with soda and garnish with an orange peel.



# COCCHI AMERICANO ROSA

75CL | 16.5% | £23.50



## APERITIF MADE WITH ITALIAN RED WINE

Cocchi Rosa has an Italian red wine base, combined with natural botanicals including gentian, vanilla, ginger and rose petals. This results in a flavourful and sophisticated Italian aperitivo drink.

## NOTES OF SUMMER BERRIES AND WILD ROSES

Strawberries, roses and vanilla pods on the nose, with grapefruit zest and ginger on the palate with the bittersweet taste of gentian. Cocchi Rosa truly is summer in a glass.

## THE ORIGINAL SPRITZ

The Americano category was born following the American fashion of drinking spirits and vermouth on the rocks with soda. Giulio Cocchi developed a richer style of aromatised wine perfectly balanced when married with soda, tonic water or sparkling wine – the original spritz.

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## PERFECT IN A SPRITZ

The Cocchi Rosa Spritz – in a wine glass with plenty of ice add 50ml Cocchi Rosa and top with tonic water, garnish with slices of strawberries and a basil sprig.

# COCCHI DOPO TEATRO VERMOUTH AMARO

75CL | 16% | £25.99



## COMPLEX EVENING VERMOUTH

Made using a historical recipe. Sweet Italian wines are blended with barrel-aged Barolo Chinato wine from Piedmonte and bitter herbs to make a drink that's the perfect way to end an evening.

## NOTES OF CHERRY AND DARK CHOCOLATE

The addition of rich Barolo Chinato gives red fruit and chocolate flavours. The double infusion of wormwood and cinchona along with rhubarb roots, chiretta flowers and quassia amara wood give bitter, herbaceous flavours with hints of spice balanced by a jammy sweetness.



## DRINK CHILLED WITH A LEMON TWIST

Best served chilled with a twist of lemon late in the evening. Or substitute it into any cocktail that contains Sweet Vermouth to add an extra layer of complexity, such as Manhattans or Negronis.

## CLASSIC AMARO

Vermouth Amaro (amaro means 'bitter' in Italian) was traditionally enjoyed in the evening, in particular after the theatre. Vermouth Amaro Dopo Teatro is dedicated to the historical theatres of Turin, and the launch of this product helped generate funds to regenerate the renowned Teatro Carignano.

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# COCCHI BAROLO CHINATO

50CL | 16.5% | £34.99



## TRADITIONAL AROMATISED WINE WITH CHINCONA BARK

A traditional Italian digestif made from cask-aged Barolo DOCG wine from the Bava family estate near Turin. After more than three years of aging in wooden casks, a secret blend of botanicals including Cinchona bark, cardamom seeds and gentian is added to the wine. Additional aging for 2 years occurs in the bottle to ensure fully integrated flavours and an extremely complex character.

## HEAVY AND RICH WITH NOTES OF FRUIT AND SPICE

A perfect balance of sweetness and bitterness. Flavours of stewed raisins, spiced fruit cake, almonds, dark cherries, dark chocolate and a gentle leafy bitterness.



### **SERVE NEAT, WARM OR WITH DARK CHOCOLATE**

Perfect after dinner, alongside dark chocolate, desserts or coffee. It can also be served slightly warmed with an orange zest.

## SIGN OF HOSPITALITY

In Piemonte Barolo Chinato was traditionally drunk for medicinal purposes to guard against fevers and stomach upsets. The best ones, especially the ones based on the noble Barolo wine were also gifted as a sign of hospitality. The bottle is closed with a traditional, natural cork in honour of the Barolo base wine, which allows a further evolution over time.

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