



THE GREAT CLASSIC BECOMES CONTEMPORARY

**Cinzano launches new enriched premium vermouth
inspired by founding fathers**



November 2015: This November Cinzano, one of the world's most iconic vermouth brands launches the latest addition to their range of renowned spirits – Cinzano 1757.

A small batch, handcrafted, premium vermouth Cinzano 1757 provides a more intensely rich flavour and velvet bitter finish that is designed to perfectly enhance famous classic cocktails. Matured using the authentic traditional method handed down through generations; the three variants of Cinzano 1757 – Rosso, Bianco and Dry, represent 250 years of vermouth expertise.

This unique premium vermouth has been bottled to celebrate and pay homage to Cinzano's founding fathers, Giovanni Giacomo and Carlo Stefano, who in 1757 started their business in Turin. The two brothers were innovators in the world of Italian bitter spirit production,

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creating a new blend of vermouth infused with 35 different herbal flavours – an unmistakable aromatic palate that has been enriched to create the three types of Cinzano 1757.

While Cinzano 1757's exact unique blend is known only by a few, each of the three distinct products delivers a deep and complex flavour with a long-lasting and full-bodied aftertaste. Cinzano 1757 Bianco features smooth sweet notes of fruit and lime blossoms married with Macis, while Cinzano 1757 Dry provides spiced notes with hints of Muscat, cloves and cinnamon and a berry and Artemisia finish. The highlight of the range, Cinzano 1757 Rosso has a nose of smooth spiced notes followed by dried fruit, particularly figs, vanilla and sour black cherry and a rounded smooth taste of wood, tobacco and licorice with bitter notes.

Speaking of the new collection Pietro Mattioni said "We are very excited to be launching Cinzano 1757. The brand has a rich heritage and we wanted to pay homage to this while injecting a contemporary twist to the already iconic taste of our vermouth and the result is a spirit that we think not only complements but improves some of the most loved vermouth cocktails."

While often enjoyed neat it is when mixed that Cinzano 1757 reveals its true potential. The traditional secret recipe has been deepened with the infusion of specially selected herbs to offer a more distinctive and slightly spicy Vermouth, ideal for contemporary cocktail connoisseurs. This richer profile and intense note enhances the aroma and flavour of popular cocktails such as the Negroni, Americano and Martini ensuring that your experience with Cinzano 1757 is unforgettable.

-ENDS-

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About Cinzano

Cinzano 1757 is the latest offering for the on-trade from Campari. The name derives from the year in which Cinzano the brand was born in the hills surrounding Turin, Italy. This latest addition is a purposely-created small batch of handcrafted Vermouth, as an ode to the brand's founding

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fathers, Giovanni Giacomo and Carlo Stefano Cinzano, using the expertise and knowledge built up over its rich history. Each bottle is numbered on the rear of the label to emphasise the provenance and quality of the product, giving mixologists and bartenders the reassurance that Cinzano is the best choice for their creations, whether a classic Negroni or a more innovative contemporary cocktail.

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J. Wray & Nephew UK is headquartered in London.

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