

CALISSANO

ESTABLISHED IN 1872

It was on the sweet hills of Langhe, an area with a timeless vocation for cultivating the vine, that Luigi Calissano founded the winery that bears his name: a company conceived with surprisingly modern criteria and run with business acumen. But it is not only the great Piedmontese reds that are produced by it; there are also the sparkling wines made using the traditional method and, above all, vermouth, the aromatized wine that could never be absent from the Piedmontese table.

It is not just local consumption that drives its growth: at the beginning of nineteenth century Luigi Calissano & Figli opened up to foreign markets and even inaugurated a branch in New York. It is specifically thanks to pioneers like Calissano that vermouth arrived on tables all over the world and launched a fashion that has never faded.

Still today, almost 150 years later, Calissano is an unforgotten name in the rollcall of historic vermouth producers.

THE VERMOUTH HOUR

A stylish ritual, an unmissable moment of conviviality and rendezvous, the vermouth hour became one of the favourite traditions of Turin people during the Belle Époque.

Citizens and social classes mixed together between six and seven in the evening, at the bar or at pavement tables, and consolidated their professional links, chatted and learnt the art of courtship.

Vermouth - sometimes with a splash of soda water - is accompanied with little sweet and savoury pastries, for whetting the appetite and to mitigate the effects of the alcohol.

The Royal Household's approval also unquestionably contributed to vermouth's diffusion. From Vittorio Amedeo III to Vittorio Emanuele II, vermouth was one of the few Italian wines that could always be found on the tables of the Savoyard court, normally a great consumer of French and German products.

But then, the producers were skilled at riding the wave of success too, also thanks to advertising signed by the leading artists in the sector. Calissano, for example, commissioned figures of the calibre of Achille Mauzan, Mario Pozzati, and Giuseppe Magagnoli for its products.

Driven by a winning commercial strategy and loved by the nobility and middle classes, for the Torinese the vermouth hour became a moment of leisure and freedom between the end of the working day and the return to family duties, a true precursor of today's aperitif.



VERMOUTH BIANCO



Mazp

CALISSANO

LUIGI CALISSANO & FIGLI S.A. ALBA

CREAZIONE MAGGIO 1926

CHI LACERA QUESTO MANIFESTO COMMITTE UN REATO (PAGA I DANNI)

RIPRODUZIONE VIETATA A SENSO DI LEGGE

Vermouth Bianco
Luigi Calissano & Figli
Alba

Mazp
ONFONO 3
STAMPATORI ITALIANI

Luigi Calissano & Figli

THE TRADITION RETURNS

The custom of the vermouth hour started to disappear after the First World War when it was replaced by the cocktail fashion imported from the USA.

Vermouth did not disappear at all however: if anything it was reinvented as a starring ingredient of the most fashionable cocktails, from the Negroni to the Manhattan.

And so we come to the present, to a new stage, as it were, in vermouth's life. Yes, because today bartenders and consumers are rediscovering the pleasure of serving and savouring it neat, selecting the versions produced using wines of the finest qualities and the most appealing mixtures of spices and aromatic herbs.

With a history of almost a century and a half behind it and with its vintage appeal, vermouth satisfies modern lovers of fine drinking, people who seek authenticity in the glass and prefer spirits that speak of the land they come from.

The discovery of the memory of the past and the rebirth of historical brands like Calissano bring an entirely Italian tradition back into vogue, one that joyfully celebrates the excellence of our oenological panorama.





Luigi Calissano & Figli

THE CALISSANO RECIPE

With a renewed look but without betraying the spirit of the old one, Calissano vermouth returns to the market with the two typical varieties, red and white. The two recipes have been prepared with the same artisan care and loyalty to tradition which have always been behind the success of the Alba winery.

In compliance with production rules, both versions are obtained from a base of Piedmonese wine while, the herbs that give the vermouth its aromatic structure also come from Piedmont. Calissano vermouth is authorised to use the Superior Quality Geographical Indication mark and is perfect for consumption both neat and mixed.

A brilliant red to the eye, Vermouth di Torino Rosso is composed of Gavi DOCG and of Langhe Nebbiolo DOC wine that give it a unique appeal and persistence. An infusion of 14 herbs and spices is added to the wine, notably wormwood which is responsible for the typical bitter note. Here it is moderated by the citrus scents of bitter orange and grapefruit, sustained by the spicy base of thyme and bay. The finish has an elegant vanilla note.

The Vermouth di Torino Bianco, obtained from Gavi DOCG and a selection of 12 herbs and spices, has an intense straw yellow colour. The tone on the nose is intense with dominant bitter orange and wormwood notes and a minty finish that confers freshness; on the palate it is complex, pleasantly sweet and lingers thanks to the alcoholic strength and structure of the base wine.





Luigi Calissano & Figli

CALISSANO COCKTAILS



Red Calissano Drink

- 60 ml red vermouth
- 10 ml lemon juice
- 10 ml sugar syrup
- 3 fresh raspberries
- pink grapefruit soda
- raspberries



White Calissano Drink

- 40 ml white vermouth
- 30 ml 100% white agave tequila
- 30 ml pineapple juice extract
- 10 ml lime juice
- dried pineapple



Calissano Derby

- 50 ml white vermouth
- 30 ml bourbon whiskey
- 15 ml orange curacao
- 25 ml fresh lime
- orange peel and a sprig of mint



Reverse Manhattan

- 60 ml red vermouth
- 30 ml rye whiskey
- 1 tsp maraschino
- 2 dashes bergamot bitters
- lemon peel



Negroni

- 40 ml red vermouth
- 30 ml Campari bitter
- 30 ml London dry gin such as Plymouth or Tanqueray
- dried orange served on ice



Martinez

- 60 ml white vermouth
- 30 ml Old Tom gin
- 1 tsp maraschino
- 2 dashes orange bitters
- a twist of lemon

