

AMERICANO

Cocchi Americano is an aromatized wine created in 1891 by Giulio Cocchi and since then produced without interruption according to the original recipe.

The name "Americano" is both due to the alcohol made bitter ("amaricato") by the addition of herbs and spices and to the American habit of drinking vermouth with ice and soda.

Produced according to Giulio Cocchi original recipe, Cocchi Americano is recognized in Asti as the aperitif par excellence – a real piece of history of our town.

On its label the original futurist rooster designed in the 30's and representing his aperitif function ("it awakes the appetite") as well as one of the symbols of the town of Asti.

Characteristics

Cocchi Americano, for its nature, represents the link between wine and liquors being a wine plus a small quantity of alcohol bittered ("amaricato") by the infusion of precious herbs and spices: white wine, sugar, herbs and spices infusion in alcohol and in particular gentian flowers and leaves, Artemisia, Cinchona, bitter orange peel, elderflower and others.

To produce Cocchi Americano, white wine is aromatized with the extracts obtained through a cold infusion in alcohol, then refined for balancing the spices' aromas and tastes.

How to drink

The classic version sees it served well chilled in a cocktail glass with ice cubes, completed with a splash of seltz so to free all its aromas and typical perfumes. It can be perfected with a squeezed out orange peel. The Spritz Americano version foresees the use of a wine glass plus the addition of a dry sparkling wine. It becomes Royale in combination with a metodo classico Alta Langa DOCG.

In the Summer version the glass is filled with chopped-up ice, making a perfect refreshing drink. The naturally bitter note of Americano is not lost even when abundantly diluted.

In mixology, Cocchi Americano is exceptionally versatile for the classic cocktails as Vesper Martini, Corpse Reviver #2, White Negroni, as modifier or as a base for the aromatizing infusions. Particularly successful the combination with spirits such as gin, vodka and metzcal. It is a perfect ingredient for the new strong trend of the "low octane" cocktails with low alcoholic content.

TECHNICAL INFO

Alcohol content: 16,5% Vol

Bottle content: 75 Cl

Ingredients: wine, sugar, alcohol, aromatic herbs and spices infusion.

Close the bottle with its cap after opening.

Once open, keep it in a fresh place and drink it within a month.



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