



COCCHI

PRESS RELEASE

THE NEW VERMOUTH RISERVA LA VENARIA REALE
Riserva Vermouth di Torino created by Cocchi
in partnership with Reggia di Venaria

Riserva La Venaria Reale is the new vermouth, created in the occasion of the 125th anniversary of Giulio Cocchi winery.

It is a vermouth in the style of the former **kingdom of Piemonte**, result of an unique partnership with Reggia di Venaria and released, in this first edition, in **1891 bottles** only.

Recipe, selection of botanicals, long maturation: every element has been carefully reasoned and selected for historical and geographical consistency.

Cocchi Vermouth Riserva La Venaria Reale has, in fact, a strong local identity – Piedmontese wine, herbs from the Alps – and historical identity, recalling the essential role played by the **Savoia family** in the diffusion of the modern Vermouth.

As a further reinforcement of these characteristics, in the Potager Royal in the heart of the Garden of the Reggia the Artemisia absinthium and alpine herbs, most essential botanicals of the Vermouth together with rhubarb and mint, will be cultivated.

With Vermouth Riserva La Venaria Reale, Giulio Cocchi establishes a milestone and provides its interpretation of the **«Riserva» category for Vermouth di Torino**.

Riserva La Venaria Reale is one of the products of excellence of Piedmont, as certified by the **Exclusive Brands Torino** logo on the back label.

Riserva La Venaria Reale will be available for purchase at Bookshop in Reggia di Venaria and for tasting at the Caffè degli Argenti.

It will be distributed in Italy and abroad through exclusive channels, with the objective of promoting Vermouth di Torino as well as Savoia residences of Piemonte and food and wine tourism.

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