

Best New Spirits Introduced at Tales of the Cocktail

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In addition to being the epicenter for cocktails and bartending each year, [Tales of the Cocktail](#) has become a major spot for spirit companies to launch new products and get real time, on the ground feedback from the people who they hope will buy and serve it. This year at Tales, there were a great number of new products vying for attention. We picked the most noteworthy, the ones to keep an eye on as they find wide, national release.



Barolo Chinato Cocchi

Barolo Chinato Cocchi (\$45, 33 Proof) – while there are a number of barolos on the market, there are few that are as arrestingly beautiful as the [Barolo Chinato Cocchi](#) (from the folks that bring you the equally stunning Cocchi Americano). Don't let the price tag of this vermouth scare you away. The nose is magnificent, with great fruit, oak and spice all in perfect harmony. The entry is simply amazing with a perfect union of sweet and oak with an undertone of bitterness. There's a very subtle layer of spice and the oak is just pitch perfect. It has a lovely deep flavor that's simply entrancing. The finish is long with a lingering sweet bitterness that is an alluring invitation to take another sip.

While we don't do formal reviews of products in tasting rooms (we do all of our reviews tasted in group in our offices), [Barolo Chinato Cocchi](#) could very well be the best Barolo we've ever tried.