



COCCHI

NEW BESPOKE VERMOUTH CREATED FOR THE SAVOY LONDON COCCHI – SAVOY VERMOUTH DI TORINO DRY - SECOND EDITION

DECEMBER 2019, LONDON: Cocchi, the world's leading creators of artisan Italian vermouth, launches their bespoke new **Cocchi Savoy Vermouth di Torino Dry**. This exclusive liquid is the product of a longstanding relationship between Cocchi and esteemed London institution, The Savoy.



Maxime Schulte (Head Bartender at The American Bar) and Elon Soddu (Head Bartender at The Beaufort Bar) joined forces to create the second edition of the Cocchi Savoy Vermouth di Torino Dry, bringing together their joint expertise, technical skills and world class knowledge to create the ultimate vermouth for the Savoy Martini.

“Cocchi were the obvious partners as they have an excellent background as winemakers which is a core part to any vermouth.” Declan McGurk, Head of Bars at the Savoy.

This brand new second edition is an evolution from the original Savoy Dry created in 2014 by The Savoy's Head Bartender at the time: Erik Lorincz. This new 2019 edition sees Max and Elon increase the amount of base wine and add more bergamot infusions, citrus and Alpine herbs, leading to a dryer and more floral taste profile, and more unique drinking experience. The distinctive flavour of the new Cocchi Vermouth di Torino Dry gives an inimitable character to the infamous Savoy Martini.

“The goal was not only a great vermouth but one that would make the best possible Martini. We are delighted to hear that The Savoy suggested the Cocchi Savoy Dry be sipped as an elegant Vermouth but also as a "superaromatic" white wine to accompany food such as oysters.” Roberto Bava, owner of Cocchi.

Cocchi Savoy Vermouth di Torino Dry, Second Edition, has acquired “Vermouth di Torino” status, by the Vermouth di Torino institute. This places the liquid within the renewed and protected family of brands proudly upholding the GI.

Everyone can enjoy the vermouth in both The American Bar and The Beaufort in a choice of cocktails; most notably the signature Savoy Martini. Quickly becoming a collector's item around the world, a limited amount of Cocchi Vermouth di Torino Dry, Second Edition is also available from *The Whiskey Exchange* e-shop for £39.95.



COCCHI

This vermouth is both exciting and challenging, and is representative of Cocchi's leading role in the revolution currently taking hold in the world of vermouth and aperitivo cocktails.

ENDS

For more information please contact news@cocchi.com

Notes to editors:

The collaboration between Cocchi and the Savoy is grafted onto a curious historical link between the Savoy Hotel and Piedmont, in particular the Savoy dynasty, the royal house that favoured the birth and spread of contemporary Vermouth in the 18th century.

The golden statue of Count Pietro II of Savoy still stands today at the entrance of the Grand Hotel on the Strand.

GIULIO COCCHI - Established in Asti in 1891 Giulio Cocchi is one of the leading wineries in Piedmont for the production of vermouths, aperitifs and sparkling wines.

It was Giulio Cocchi himself who formulated the original recipes for Barolo Chinato, the Americano Aperitivo and some different types of vermouth that have been in production for over a century.

All Cocchi products are based on wine and the recipes still follow the formulas of Giulio Cocchi: this makes the Cocchi style recognizable in taste and character.

The Bava family, renowned wine producers in the Asti and Langhe areas, have been managing Giulio Cocchi since the late 1970s and have renewed production by laying the foundations for the cult status that the brand has now conquered. Giulio Cocchi maintains its own character and its own dimension using only traditional techniques and natural ingredients in the production of its famous aperitifs and sparkling wines. This second limited edition by Cocchi - Savoy Vermouth Dry represented an exciting challenge and is a new confirmation of Cocchi's role in the qualitative revolution taking place in the world of Vermouth and aperitifs.