



# COCCHI

## **GIULIO COCCHI: SINCE 1891, 100% PIEDMONTESE VERMOUTH AND SPUMANTE**

Giulio Cocchi was a young, creative Florentine pastry cook when, at the end of the 1800s, during a train trip to Turin, he stopped over at Asti to report the theft of his luggage. Legend has it that Giulio fell head over heels for the daughter of the owner of one of the cafés located in nearby piazza Alfieri, in central Asti; apparently, the feeling was reciprocal, since they married and the café is still known as “Il Cocchi”, and is a point of reference for the citizens of Asti.

Giulio Cocchi's idea, well ahead of its time, was to open authorized outlets where his products could be enjoyed. In 1913 there were already seven locations serving Cocchi products in Piedmont, and shortly afterwards their number grew to 12.

Fascinated by the Piedmontese tradition of wine and gastronomy, Giulio Cocchi discovered that Asti was the capital of Moscato, and that it was customary to aromatize wine with herbs and spices. In 1891 he established a business there, specializing in aromatized wines and spumante, like Asti DOCG, which back then was still produced using the traditional Metodo Classico, used today to make Alta Langa DOCG.

In particular, Giulio Cocchi invented original recipes for Barolo Chinato as early as in 1891, various types of vermouth and the Aperitivo Americano, which quickly brought him success and fame.

Since 1978, Giulio Cocchi has been owned by the Bava family, winemakers from Monferrato and Langhe, who modernized the company and laid the foundations for what has again become a cult brand around the world; the Bavas concentrated Cocchi's production on grapes and their derivatives and stopped distilling.

Among the achievements of the past 40 years, the revival of Barolo Chinato and the relaunch of Vermouth di Torino: in fact, the legendary Storico Vermouth di Torino Cocchi was the driver behind the international return of the “di Torino” appellation among the high-end vermouths.

The brand has also devoted close attention to the world of quality spumante, both Metodo Italiano and Metodo Classico tradizionale, and dedicated its efforts to creating and valorizing the Alta Langa DOCG appellation, which still counts Cocchi among its most active promoters.

The Cocchi style is defined by elegance and authenticity, the quality of its wines and the ingredients used, as well as a century of technical expertise, backed by creativity and passion that have never waned over the years.

[www.cocchi.it](http://www.cocchi.it)

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## PRODUCTS

### AROMATIZED WINES

#### **COCCHI 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.*

#### **COCCHI ROSA**

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#### **VERMOUTH DI TORINO**

*Vermouth di Torino is a collective heritage of Piedmont, which sees in the royal Savoy court as first big promoter of a product which, mainly starting from the late XVIII century, generated a flourishing industry which led Piedmont to become the Kingdom of Vermouth.*

*In occasion of the 120 years from the foundation, Storico Vermouth di Torino is again produced according to the original recipe of Giulio Cocchi. This vermouth belongs to the category of the sweet vermouths, or Italian vermouths, sweet and amber as indicated in the manuals of the late XIX century.*

*Storico Vermouth di Torino Cocchi has been the protagonist of the international rebirth of the top-of-the-range vermouths and the renovated interest of the great barmen for the denomination Vermouth di Torino so that it is also familiarly denominated "Cocchi Torino". In a very short time, it's become one of the top-of-the-range Vermouths chosen in the best bars of the world.*

#### **DOPO TEATRO VERMOUTH AMARO**

*It's a rare "evening vermouth" called Dopo Teatro on the wake of Piedmonts tradition to drink a small cup of cool vermouth with lemon zest in the evening, maybe after watching a performance in one of the historic theatres of the Savoy capital.*



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## **BAROLO CHINATO**

*Born in Piedmont in the last century, it soon spread thanks to its taste, well balanced between bitter and sweet, and especially for the leading effect on the market of its name "Barolo", that immediately positioned it among the noblest products compared to various other types of alcoholic drinks based on cinchona.*

*Inventor of this original recipe, Giulio Cocchi was also the protagonist of the diffusion of Barolo Chinato.*

*In Italy its consumption was encouraged by the fame it gained as therapeutic wine. A traditional remedy in Piedmont to cure many small sicknesses, especially in case of cooling. Drunk as a vin brulé, hot and invigorating, its antipyretic and digestive capacities were widely recognized. Serving it to the guests became a typical tradition of the farmers' hospitality.*

*Over time, the use of this aromatized wine changed and today, in the general wake to recover traditions and naturalness, it's been rediscovered with new and interesting consumption styles.*

## **RISERVA LA VENARIA REALE**

*Riserva La Venaria Reale is the vermouth created by Cocchi to establish a milestone in the premium Vermouths category.*

*It is a vermouth in the style of the former kingdom of Piemonte, result of an unique partnership with Reggia di Venaria and only produced in two very small batches.*

*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 – herbs from the Alps – and historical identity, recalling the essential role played by the House of Savoy in the diffusion of the modern Vermouth.*

## **COCCHI DRY VERMOUTH DI TORINO**

*After several years of tests and pressing requests from friends and fans, we have finally released on the global stage the rare Cocchi Dry Vermouth di Torino, in very limited quantities. Born from the collaboration between some of the world's best bartenders and our team of oenologists and botanists, this unique product is the combination of traditional skills of Italian winemaking and contemporary mixology. Following a conversation in one of the world's best bars, centered on flavors and fundamental characteristics of the ultimate Martini cocktail, the Cocchi team delved into the founder's recipe book and embarked on a research journey, closely supported by Erik Lorincz, Max Schulte, Elon Soddu and Declan McGurk. The first Vermouth Dry produced by Cocchi in more than 40 years has then reached a "status in the mixologists community. The Cocchi Dry Vermouth di Torino carries the "Vermouth di Torino" appellation, following the recently renovated and protected. Geographical Indication Vermouths from the region of Piemonte are heirs of a centenary tradition which began in Torino in the XVIII century Supported by the royal court of Savoia, this thriving industry made Piemonte the original kingdom of Vermouth.*



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## METODO CLASSICO SPARKLING WINES ALTA LANGA DOCG

### **TOTOCORDE – SINCE 1999**

With its TOTO CORDE, Cocchi combines the expression of the centuries-old tradition of Piedmontese Metodo Classico with the structure and power of the grapes grown in the Alta Langa.

TOTOCORDE is our signature label in the Alta Langa DOCG appellation.

It is a classical cuvée of Pinot Noir and Chardonnay grapes.

Its quality comes from flawless grapes, the expertise in the production of sparkling wine and the long fermentation, at least 48 months in our historic cellars.

### **BIANC 'D BIANC – SINCE 2000**

Called Bianc 'd Bianc in Piedmontese, this special cuvée is made from pure Chardonnay grapes to exalt the terroir's intrinsic qualities.

The cuvée is made of grape from vineyards with white marl-limestone soil that makes this wine savory and durable. The Chardonnay biotype is native of Burgundy.

Cocchi is the only winery producing an Alta Langa made of 100% white grapes.

### **RÖSA – SINCE 2000**

Made of 100% Pinot Noir, it retains a spectacular pink color but is an Alta Langa with a strong temperament. Its spicy nature, which accentuates over time, makes it ideally a great Brut gourmet, to be enjoyed throughout the meal.

Cocchi was the first winery to conceive and make a rosé Alta Langa.

### **PAS DOSÉ – SINCE 2011**

PAS DOSÉ is Cocchi's Brut Nature made with pure Pinot Noir. Only on exceptional vintages with grapes characterized by unexpected concentration and acidity which made us foresee the good result of a long maturation.

After 60 months of wait we do the dégorgement with the first bottles: this 100% Pinot Noir cuvée give its best expression without dosage.

Cocchi Pas Dosé is an Alta Langa reserve of 5000 bottles and 500 Magnum.

## METODO ITALIANO SPARKLING WINES

### **ASTI DOCG - SINCE 1891**

COCCHI'S ASTI embodies the time-honored style of the world's best-known aromatic spumante. Today, Giulio Cocchi produces it in limited quantities, fermenting the finest, carefully selected Moscato grapes from the hills around Asti in steel vats. With a creamy and delicate taste and an exuberant aroma, it is the classic wine for special occasions, popular with everyone thanks to its natural essence and low alcohol content. All the colors of the banners of the historic Palio of Asti appear on the label of this bottle, produced by Giulio Cocchi for over a hundred years.

### **COCCHI BRUT – SINCE 1979**

A refined, elegant and slightly fruity brut, with a scented aroma, in the true Cocchi style. Its foamy and persistent perlage develops into a lively foam, the result of a slow, cold fermentation process carried out in large tanks. Cocchi Brut, first produced with grapes from



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the 1979 harvest, is a versatile spumante that can be enjoyed as a full meal accompaniment: a modern spumante for today's wine lovers.

## **COCCHI BRUT ROSÉ**

A fine, elegant and delicately fruity rosé, aromatic and fragrantly scented: a wine for all seasons. Cocchi Brut Rosé is a rosé spumante made exclusively from black grapes: 100% Piedmontese Pinot nero. The grapes are hand-picked in the Langhe Astigiane, placed in small crates and immediately taken to our wine cellars to be pressed. Its delicate powder pink color is the result of a brief soaking of the whole bunches, followed by a slow pressing. Cocchi Brut Rosé is a versatile, contemporary spumante, equally enjoyable as an aperitif at sunset and to accompany an entire meal.

## **PRIMOSECOLO – SINCE 1991**

Primosecolo Piemonte DOC Chardonnay is the spumante that made its debut in 1991, on the occasion of the centennial celebrating the founding of the winery, dedicated to the spumante-making genius of its founder, Giulio Cocchi. The new graphic skin exalts the marvelous color of a 100% Chardonnay wine, shining through the transparent bottle.

## **BRACHETTO D'ACQUI DOCG**

The most characteristic of sweet red sparkling wines, it has been a constant throughout the history of Piedmontese wine, as well as in the Giulio Cocchi winery. Made from a rare native grape with a fresh, floral aroma, it is ideal as a dessert wine, but also shines as a refined poolside aperitif.

## SPIRITS

### **GRAPPA DI ALTA LANGA**

The first Grappa of Alta Langa comes from a collaboration between Cocchi and Marolo, produced in a limited number of bottles from the grape marc of **Pinot noir** and **Chardonnay** from which Cocchi produces its Alta Langa Docg.

### **GRAPPA BIANCA**

An unaged, traditional Piedmontese "white" grappa resulting from the distillation of the scented pomace from Barbera grapes harvested from vineyards in the Monferrato hills.

### **GRAPPA DOREE**

Giulio Cocchi has been producing spirits since the very beginning – and Grappa Dorée has played a role in the company's history. The unique design of the label recalls the style of the age when this grappa was first produced while suggesting its powerful character and sophisticated balance. Today named as a "single vineyard" grappa, it is an absolutely pure spirit, the true expression of the Moscato aroma with an extremely appealing length of flavor.

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## INFO

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