Amistà’s Vermouth

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If vermouth has made a comeback, it is not so much due to the often difficult-to-understand fluctuations in the consumers’ trends, but rather because there are companies that can concretely demonstrate the apex of quality that can be achieved with this extraordinary beverage.

Among them, Amistà has certainly played a significant role, showcasing an exceptional level of excellence with its vermouth, in particular, thanks to its raw material: Nizza DOCG, the highest expression of Barbera.

This factor alone distinguishes Amistà Vermouth, made with Barbera grapes suitable for the production of Nizza DOCG, without the use of white wines or caramel additives.

Speaking of Nizza DOCG, it is also worth noting that Amistà – located in the heart of Monferrato, on the extraordinary

UNESCO heritage hills (in the area between Nizza, San Marzano Oliveto, and Moasca) – has been committed for many years to maximizing the value of Barbera.

Their production philosophy focuses not only on sustainability (certified organic) but also on meticulous quality enhancement through a significant reduction in yields, limited to 55 quintals per hectare (compared to the 70 quintals allowed by regulations).

The production method is based on the infusion of herbs and spices in alcohol, with a primary presence of Artemisia Absinthium (wormwood), alongside yarrow, chamomile, and sage. Spices such as cardamom, coriander, vanilla, angelica, and cinnamon complete the complex aromatic profile. The alcoholic infusion is blended with the wine – vinified in cement tank – before adding sugar and alcohol in the proportions required by the regulations given for the vermouth production.

The result is a vermouth that already stands out in its color: a deep, luminous garnet red.

On the nose, it releases aromas of the many spices that compose it (primarily cinnamon and vanilla) as well as floral notes of chamomile and sage.

On the palate, it offers great harmonic freshness and a perfect balance between the “sweet” and “acidic” components.

From our perspective, this is a vermouth that excels both in mixology and as a standalone drink, something not so common in this type of beverage.

In short, Amistà’s Vermouth brings this extraordinary drink back into the contemporary scene, not by reviving an old model but by offering a new vision and perspective for Italian vermouth.

Company Profile

“*Elegance is the art of excellence, the pursuit of perfection where every detail tells refinement*”. This is the attitude of Amistà. It is the end of 2019, on the eve of the pandemic, when Michele Marsiaj founded the Company, therefore born under the banner of resilience and passion for quality. Marsiaj, a Turin entrepreneur from the automotive sector, transfers to Amistà an entrepreneurial culture that enlightens managerial skills, the belief in innovation, the way of thinking and working from an international perspective. The aim is to create a Brand that embodies elegance in its most authentic meaning: the love for beauty as inner attitude. This vision inspires an approach to the product that combines craftsmanship and a sense of innovation, favoring attention to detail in a sartorial way. Amistà avails of the consultancy of Luca D’Attoma, a world renown winemaker and one of the greatest expert of organic viticulture. Team work and constant commitment combine to guarantee a premium quality wine and vermouth, able to interpreting the taste and values of a unique and refined lifestyle.

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