



# TUVÈ BITTER

Turin Vermouth

DOUBLE GOLD - "Best of category" - "Best in class",  
American Distilling Institute 2016

DOUBLE GOLD,  
Wine and Spirits Wholesalers of America 2017  
85 Points, SILVER - Highly Recommended,  
Beverage Testing Institute

## BRAND OVERVIEW

The name "Turin Vermouth" and "Tuvè" are derived from historical familial recipes displaying the liquor tradition of the Piedmont capital. The distillery was born in the historic town where the deep roots of Vermouth originated in 1786.

More than two centuries have passed since the birth of vermouth, and since then many craftsmen, liquor masters, and artisans have settled in what was then the epicenter of Italian liqueurs. The passion of Turin Vermouth originates from the Piedmont land and its fruits. The constant dedication in search of the highest quality ingredients and the reinterpretation of ancient recipes, makes them innovators of the category.

### TUVÈ

The Tuvè line was born to share the passion and warmth of Italian liquor traditions. A bitter obtained from a skillful infusion process in hydroalcoholic solution. The well balanced roots and officinal herbs, the aromatic plants, and citrus fruits give the product a classic, round, harmonious taste with fruity and delicately bitter notes, which make it unique in its kind.

It is clear, lively, with a classic carmine, shiny red. It shows some chromatic shades with complimentary nuances, ranging from blood red to coppery orange.



## THE TIMELESS APÉRITIF

## PRODUCT OVERVIEW

### TASTING NOTES

- Well balanced classic taste
- Round, harmonious orange base interwoven with hints of flowers and aromatic plants
- Lightly bitter with a splash of fruitiness contrasted with amber and spicy notes

### SERVING RECOMMENDATIONS

- Neat
- On the rocks
- Mix with seltzer or beer

### TUVÈ SPRITZ

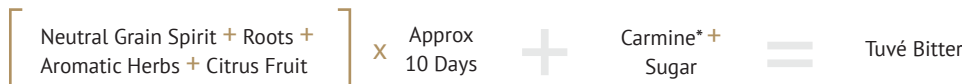
- 2 oz Prosecco
- 2 oz Tuvè Bitter
- 1 oz Club Soda

### INSTRUCTIONS

*Pour the Prosecco over a glass with ice  
Add the Tuvè Bitter and soda  
Stir gently  
Garnish with an olive*

## PRODUCTION PROCESS

UTILIZES A MODERNIZED, PROPRIETARY  
EXTRACTION MACHINE



\*Carmine acid is extracted from the female cochineal insect to produce carmine, an all natural colorant which can yield shades of crimson and scarlet.

25% alc/vol 750mL bottle



SKU

DISTRIBUTOR

SALES REPRESENTATIVE

BOTTLE PRICE

CASE PRICE

# ORIGIN



TURIN  
PIEDMONT  
ITALY



## FULL PRODUCT LINE

