



## CONTRATTO VERMOUTH

Canelli (Piedmont), Italy

**Owner:** Giorgio Rivetti

**Website:** [www.contratto.it](http://www.contratto.it)

**Winemaker:** Giorgio Rivetti & son Andrea

### PRODUCER PROFILE:

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Founded in 1867 by Giuseppe Contratto, this historic estate was the site of Italy's first "Metodo Classico" sparkling wines, enjoying many decades of success both nationally and internationally. Alongside these much-appreciated bubbles, Contratto also began producing Vermouth, the first recipes dating back to the 1890's. At that time, herbs and spices were used to cover "off tastes" or oxidized wine, and as popularity for these herbal elixirs increased in the 1920's, so did the production.

Recipes were modified for a fresher taste and other spirits, Tonics and Bitters were added to the Contratto lineup as well, the esteemed beverages becoming trendy in Italy and abroad. Following WWII, however, popularity for Vermouth and other herb-infused spirits diminished and, with this significant decline in demand (particularly in Italy), Contratto decided to cease production completely in the 1960's.

In the following decades, Contratto encountered significant economic difficulties, and the founding family was forced to sell the Estate to local grappa producer Bocchino in 1993. However, after carrying out substantial renovations to the historic estate, Carlo Bocchino ultimately decided to focus on his original family business and Contratto was acquired by Giorgio Rivetti (La Spinetta), whose dynamism and vision brought a new life to the brand.

Under the helm of Rivetti and his team, in 2013 Contratto reintroduced six historic products: Vermouth Bianco, Vermouth Rosso, Americano Rosso (also a Vermouth), Fernet, Aperitif and Bitter. Each of these products embrace an historic tradition while at the same time respond to the contemporary revival of classic spirits and a booming cocktail culture.

## VERMOUTH PRODUCTION AND INGREDIENTS:

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The three Contratto Vermouths (Vermouth Bianco, Vermouth Rosso and Americano Rosso) are based on original Contratto recipes from the 1930's and are produced using a traditional, slow-maceration process infusing a selection of 30 to 50 organic, premium natural herbs and botanicals with Cortese, an indigenous white grape variety, as the base wine. The infusion is then fortified with Italian brandy. The exact ingredient list remains secret, ensuring a completely unique product true to its heritage. This traditional method results in sophisticated, 100% natural elixirs that are complex, fresh and exciting, presenting flavors that are a balance between Asian medicinal herbs, Italian spices and crisp and bitter citrus fruit.

The choice to employ exclusively natural ingredients (absolutely nothing artificial!) in the production of the Vermouth exemplifies, once again, Contratto's focus on exceptional quality, while respecting tradition.

