



KELLERMEISTER

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Cocchi's Historic Vermouth

a pleasure from the past

by Kellermeister

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STORICO VERMOUTH DI
TORINO

Vinexpo in Bordeaux is, for wine lovers like me, an important date in the calendar: we look forward eagerly to this event, knowing that we will be able to taste some new vintages and discover a few new wines. This fair, which takes place every two years on the shores of a lake just outside Bordeaux, is also a place where one can exchange impressions with producers, fellow journalists and wine lovers from all over the world.

During the five days of the event, one occasionally comes across some special wines, and sometimes these can even be real treats!

After tasting various local wines, I am presented with a glass whose memory is still vividly present on my taste buds.

The shape of the glass itself is unusual for any sort of wine: a wide, squat tumbler, containing some ice cubes and a slice of lemon.

The producer also makes Barolo, so I think I may be getting a Barolo Chinato, but the ice and lemon confuse me. The colour is reminiscent of dilute coffee, with amber nuances and greenish highlights. It is very dense indeed.

I put the glass up to my nose, to discover a gamut of scents such as I have rarely come across before.

I concentrate and begin to recognise certain sensations: well, this is a vermouth, but one with a capital "V"!

There is absinthe in the foreground, followed by hints of cinchona, cardamom, vanilla and cinnamon. Then there are dried roses, candied orange peel and a citrus-like note towards the end: this is a real masterly touch, with the lemoniness giving added freshness to the intense bouquet and making it even more persistent.

It was worth being here just for this glassful!

I finally begin to sip it, happy as a child with a new toy. Its copious spicy flavours emerge from the glass, arm in arm with gentle tannins and a persistent alcoholic sensation that isn't at all excessive.

I ask myself why a great product like this is still virtually unknown to the general public.

Then I remember the ad that goes "no, no party!" and smile.

Here we have, on the one hand, the umpteenth example of the potential of an Italian product and, on the other, confirmation of the power of advertising!

This vermouth's length on the palate is well-nigh infinite: the memory of its complex mix of fruit and spices lingers for a very long time.

Try it as an aperitif, as a wine to prompt conversation or even in a cocktail, where a great vermouth like this can do wonders for your Americano or Negroni.