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An Aperitivo Revival: Coo-Coo for Cocchi Americano

Posted by Daniel Stenson on August 4, 2010

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Coo-Coo for Cocchi Americano A (Long-Awaited) Revival of the Aperitivo

We first sampled Cocchi way back in 2008, and we practically wrote this email then. But importing delays kept it from arriving on the U.S. retail market until just this summer, so we couldn't break the news to you until now. *This is the Crush Spirits Department's favorite beverage of summer.*

When Cocchi Americano finally became available, we rejoiced with a toast - er, many toasts. Today, we salute our absolute favorite summertime cold sipper with pricing on single bottles at \$17.95.

Frankly, the only problem with Cocchi may be that it's almost too easy to drink. And yet, that's exactly what makes us a bit obsessed with it - especially in these dog days of summer when high-alcohol cocktails just make us crave a nap even more.

This is an aperitivo for the everyman and the everyday - lightly bitter in an uplifting more than bracing manner, subtly floral and refreshingly herbal with a really pretty citrus afterglow.

Served classically, with soda and a slice of orange over ice, it's certifiably guzzle-able and won over a sister who swore she'd drink nothing but St. Germain all season. It also charmed a friend with an obstinate penchant for Campari or nothing.

As for the oenophiles and the mixologist geeks among us, we're all sitting in the same row on this one: *Aperitivo simply doesn't get more refreshing or delicious than this.*

If you've never been one to house such a thing in your beverage repertoire (you're missing out!), now is your chance, Cocchi's easy approachability and lively aromatics making this the perfect introduction.

While Cocchi is brand new to the American market (and helping, with its debut, to energize the far-too-long-ignored aperitif tradition in the States), its history is well-etched in Italy, a country long *innamorato* with their *aperitivi*.

It's been made in Piedmont in the same way since 1891 by lightly fortifying local moscato d'Asti with brandy before infusing it with the likes of gentiana and cinchona bark, herbs and citrus peel. The results, fragrant and coolly sweet-bitter at just 16.5% alcohol, make it an easy pick-me-up as well as a pretty and subtle game-changer in classic cocktails like the [Corpse Reviver No. 2](#).

Cocktail savvy has it that Cocchi is the closest thing on the market to the original Kina Lillet, once relished (before it changed to the milder Lillet Blanc) for its distinct quinine element and the proper ingredient in classic cocktails like the Vesper and Corpse Reviver No. 2.

In addition to the single bottles on offer today (you supply the soda and citrus), we've paired Cocchi with Plymouth Gin, Stirrings Triple Sec and New York's artisanal absinthe, Edward III, in a neat little party-ready bundle with sharp pricing.

In all seriousness, we strongly urge you to take double the Cocchi you think you'd like, as this really does go down easy, and each single bottle we've brought to a party has disappeared long before thirsts were quenched. To place your order, please email us at offers@crushwineco.com, click the link below or call the store at (212) 980-9463.

Jason Carson
Daniel Stenson
Spirits Buyers
Crush Wine & Spirits



Cocchi Americano

Special Email Bottle Price: \$17.95

Compare at up to \$23



Special Email Corpse Reviver No. 2 Cocktail Bundle Price: \$89.50

Compare at up to \$112

Bundle includes the following:

- 1x - Cocchi Americano (750 ml)
- 1x - Plymouth gin (1 L)
- 1x - Stirrings Triple Sec (750ml)
- 1x - Edward III New York Absinthe (375ml)