



## VERMOUTH



Gancia was founded in 1850 by Carlo Gancia who created the very first Italian sparkling wine (Asti Spumante) and paved the way to the birth of the Italian sparkling wine industry. The company is still 100% owned by the Gancia family, now in its fifth generation, which fully controls the company and is deeply involved in all its business aspects from the production to the distribution and marketing of a full range of sparkling wines and aperitifs.

The vermouths of the house of Gancia are known as the 'Classic Italian Aperitif'. They were introduced at the beginning of the century by Gancia as the 'Vermouths de Torino' all over the world. The secret recipe of alpine and exotic herbs, infused with alcohol and then blended with a specially selected wine base, has not been changed since its creation thus affirming the renowned success all over the world of the vermouth. The Gancia Vermouths are produced in three versions each of them with different characteristics; Bianco, Rosso and Dry. They are ideally enjoyed at home or in bars as the perfect aperitif, straight with ice or as a basic ingredient in cocktails.

In addition, Gancia make a Barolo Chinato aromatised wine called Antica Ricetta. This is produced using DOCG Barolo, macerated with quinine, gentian and rhubarb (amongst other flavourings) and served as an after-dinner digestif.



**SPECIALITY  
BRANDS**

PREMIUM DRINKS AGENCY

[www.specialitybrands.com](http://www.specialitybrands.com)