

August 24, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #104

1) The following new S-Code is in the Distribution Center. An S-Code is defined as Warehouse Stock-normally only stocked in the Distribution Center for customer orders. Please order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
098490	Carpano Antica Formula Vermouth (Italy)	597	1.0L	6	84105-34100	\$26.15

Antica Formula is red vermouth made from an original recipe by Antonio Benedetto Carpano, the man credited with creating modern vermouth in Turin in 1786. Carpano originally developed vermouth by mixing herbs with a base wine and then sweetening it by adding spirit. His new drink proved so popular that soon his shop had to stay open 24 hours a day to satisfy demand. Carpano had been inspired by a German aromatised wine and was a fan of German poetry. As a result, he named his new product after the German word for wormwood, wermut, which was frequently used to flavour wine at the time. This aperitif is refined and complex with notes of vanilla, baking spice, dried apricot, raisin, date, and candied orange. The palate is luscious and the finish long, abounding with nuanced and slightly bitter flavor. Antica Formula is richer and more complex than most red vermouths and will make an excellent Negroni, Manhattan, or Bronx.



<u>Negroni Cocktail Recipe</u>		
Ingredients	Directions	Drink
1 ounce Bitters	Put all ingredients into a shaker with ice	
1 ounce Gin	Shake well	
1 ounce Sweet Vermouth	Garnish with an Orange Slice	
<u>Manhattan Cocktail Recipe</u>		
Ingredients	Directions	Drink
2 ounces Rye Whiskey	Shake the rye, vermouth and bitters with ice	
1 ounce Sweet Vermouth	Strain into a well chilled glass	
2-3 dashes Bitters	Garnish with a twist or maraschino cherry	
<u>Bronx Cocktail Recipe</u>		
Ingredients	Directions	Drink
2 ounces Gin	Put all the ingredients into a shaker with ice	
½ ounce Dry Vermouth	Shake well	
½ ounce Sweet Vermouth	Strain into a chilled cocktail glass	
1 ounce fresh Orange Juice	Garnish with an Orange Slice	

Stores please use the following link to access a printable sell sheet for this product.
[Carpano Antica Formula Vermouth](#)

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