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Vermouth di Torino Pushes a Busy May Campaign

The consortium is staging events across Italy to raise the profile of the Piedmont aperitif in food, wine and tourism circles.

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The Consorzio del Vermouth di Torino is entering a crowded May with a series of appearances in Rome, Milan, Asti, Barolo, Turin and other Italian cities as it works to strengthen the profile of Vermouth di Torino IGP in food, wine and tourism circles.

The month began with the consortium’s participation on May 11 in Rome at Spazio Field in Palazzo Brancaccio for the third edition of Alta Langa Roma, an event dedicated to Alta Langa DOCG. For this year’s edition, the two Piedmontese producers continued their official collaboration with a cocktail called Torino Royal, created by Christian Comparone. The drink combines Alta Langa DOCG, Vermouth di Torino IGP, Rosolio di Torino and Frangelico in what organizers described as a modern expression of Piedmont’s beverage identity.

Also on May 11, the consortium was in Milan for Tuttofood, one of the major international trade fairs for the food sector. There, as part of initiatives tied to the Piedmont Region’s agri-food supply chain and in cooperation with COALVI, Vermouth di Torino IGP was paired with hand-cut Fassona beef tartare from Vitelloni Piemontesi della Coscia IGP and later with Gianduja chocolate. The tastings were meant to place the fortified wine alongside products closely associated with the region’s culinary image.

On May 14, during a wine tourism conference in Asti at the Asti Studi Superiori University Hub, the consortium planned to present its work with Turismo Torino as an example of urban wine tourism. The project, called Extra-Vermouth, offers visitors access to Vermouth di Torino throughout the year under special conditions at selected venues in Turin. The initiative is part of a broader effort to connect the drink more directly with city-based tourism rather than only with traditional cellar visits.

The consortium’s schedule continues on May 16 and 17 at Falletti Castle in Barolo, in the province of Cuneo, where Vermouth di Torino will be served during an aperitif tied to the presentation of the WiMu International Wine Label Collection. On May 18, at the Reggia di Venaria near Turin, Vermouth di Torino will again be featured during the opening of the academic year of the Accademia di Agricoltura di Torino, an event expected to be attended by Prince Albert II of Monaco. The consortium said its presence there is intended to underline vermouth’s role in Turin’s aperitivo tradition.

On May 20 in Milan, during Packaging Première, an event focused on luxury packaging, labels from consortium members will be displayed as part of the presentation of finalists in the Insuperlabel contest. The competition is aimed at designing a new label

for the consortium’s institutional bottle of Vermouth di Torino.

The month will close on May 26 in Turin at Cavallerizza Reale with an international conference on protecting PGIs, DOCs and trademarks in agri-food products that use geographic names. The consortium said the meeting is intended to address legal and commercial issues tied to origin-based products at a time when regional identity has become a stronger selling point in export markets.

Founded in 2019, the Consorzio del Vermouth di Torino says it represents 99.8% of production of the category. Its members distribute Vermouth di Torino in 82 countries, and output has passed 7 million bottles, according to figures provided by the consortium. It said both volume and value have continued to rise steadily as interest grows in Italian aperitifs and regional spirits.