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Asti DOCG Unveils Asti Vibes to Push Its Sparkling Wine Into Cocktail Culture

The new drink pairs Asti Spumante with Vermouth di Torino as the consortium seeks younger consumers and more casual occasions for drinking

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DOCG ASTI DOCG
MOSCATO D'ASTI
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VERMUT DI TORINO

Asti DOCG has introduced Asti Vibes, a new cocktail that pairs Asti Spumante DOCG with Vermouth di Torino IGP, in a move aimed at expanding the sparkling wine denomination’s role in modern drinking culture and reaching consumers who are looking for lighter, easy-to-drink serves.

The cocktail was officially presented in Turin through a collaboration between the Consorzio Asti DOCG and the Consorzio del Vermouth di Torino IGP. The launch brings together two products closely tied to Piedmont, the northwestern Italian region known for its wine and aperitivo traditions. By combining sparkling wine and vermouth in one serve, the consortium is linking Asti more directly to the bar world at a time when producers across Europe are trying to widen consumption beyond formal celebrations and traditional meal occasions.

According to the consortium, Asti Vibes is made with 3 ounces of Asti Spumante DOCG, 1⅓ ounces of Vermouth di Torino IGP, a splash of tonic water, a few drops of Peychaud’s Bitters and a lemon slice for garnish. The recipe is simple by design, with ingredients that can be used both in bars and at home. That accessibility appears central to the strategy behind the launch.

Giacomo Pondini, director of Consorzio Asti DOCG, said the new drink reflects how the denomination is trying to evolve without breaking from its roots. He said Asti Vibes respects the heritage of Asti while speaking to current consumer tastes through freshness, versatility and cocktail culture.

The release is part of a broader effort by Asti DOCG to create more occasions for consumption and to reposition Asti Spumante as more than a wine reserved for toasts or dessert. In recent years, the consortium has promoted other signature serves, including Asti Spritz, Moscato Zen and Asti Signature. With Asti Vibes, it is continuing that campaign by placing Asti inside a category that has shown resilience in many markets: low-commitment, approachable cocktails with recognizable regional identity.

That approach also reflects wider shifts in beverage demand. Producers and trade groups have increasingly emphasized freshness, moderate alcohol levels and drinkability as important selling points, especially among younger adult consumers and urban hospitality venues. Sparkling wines have benefited from that trend because they

can be adapted into spritzes and aperitivo-style drinks without losing their core identity. Vermouth, too, has seen renewed attention as bartenders and consumers revisit classic Italian ingredients.

For Asti DOCG, the partnership with Vermouth di Torino IGP carries symbolic weight as well as commercial value. Both products come from the same region and both are protected under Italian and European quality systems. Vermouth di Torino has deep roots in Turin’s drinking culture, while Asti is one of Italy’s best-known sparkling wine denominations. Bringing them together allows both consortia to present a unified image of Piedmontese heritage in a format that feels current rather than museum-like.

The consortium describes the cocktail as an expression of Piedmont’s identity and of its aperitivo tradition, which remains one of Italy’s most influential contributions to global drinking habits. In practical terms, that means a serve built around balance rather than strength: bubbles from Asti Spumante, herbal depth from vermouth, bitterness from Peychaud’s and lift from tonic water and lemon.

Consorzio Asti DOCG represents thousands of growers across the vineyard areas of Langhe, Roero and Monferrato, landscapes recognized by UNESCO for their cultural value. The group oversees and promotes Asti Spumante DOCG and Moscato d’Asti DOCG, two wines made primarily from Moscato Bianco grapes and long associated with aromatic intensity and sweetness. In recent years, however, producers have worked to show that these wines can also fit into casual and mixed-drink settings.

The Consorzio del Vermouth di Torino IGP, for its part, promotes and protects the historic aromatized wine developed in Turin. Its involvement in Asti Vibes places vermouth not only in classic cocktails but also in simpler sparkling serves designed for broader use in restaurants, hotel bars and home entertaining.

The launch comes as Italian wine groups continue to search for new ways to defend market share in an increasingly competitive global beverage sector. Consumption patterns have become less predictable, especially as younger drinkers often move between wine, cocktails, beer and nonalcoholic options depending on occasion. For regional consortia such as Asti DOCG, one response has been to frame traditional products as flexible ingredients rather than fixed-category drinks.

Asti Vibes fits squarely within that logic. It does not ask consumers to learn a new product category or adopt a complex ritual. Instead, it uses familiar elements of Italian aperitivo culture and presents them in a format that bars can serve quickly and that consumers can reproduce with little effort. That may help explain why trade bodies increasingly favor signature cocktails as promotional tools: they offer a direct way to connect appellation wines with contemporary habits.

By launching the drink in Turin rather than at an international trade fair or export event, the organizers also anchored the message locally before projecting it outward. The setting underscored the regional link between Asti and vermouth while giving the initiative credibility within Piedmont itself. From there, the consortium appears likely to use Asti Vibes as part of its international communication around mixology, hospitality and lifestyle occasions tied to Italian drinking culture.

The move suggests that for Asti DOCG, growth may depend less on changing what the wine is than on changing where and how people encounter it. In that sense, Asti Vibes is not only a cocktail launch but also a marketing signal about how one of Italy’s most established sparkling wine denominations intends to compete in today’s beverage market.