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Carpano Antica Formula Sees Global Resurgence as Premium Vermouth Sales Climb

Historic Italian aperitif gains new fans among bartenders and sommeliers amid rising demand for authentic, high-quality cocktails worldwide

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Carpano Antica Formula, the Italian vermouth created in 1786 by Antonio Benedetto Carpano in Turin, is experiencing renewed attention as classic cocktails regain popularity worldwide. Recognized as the world's first vermouth, Carpano Antica Formula established a new category of aperitif that has influenced drinking culture for more than two centuries. Today, Fratelli Branca Distillerie continues to produce this

historic beverage using the original recipe, which blends carefully selected Italian wines with vanilla from Madagascar, Papua New Guinea, and Tahiti, Iranian saffron, and Alpine wormwood from Piedmont.

The result is a vermouth known for its rich and balanced character. Its deep flavor profile and velvety texture have made it a favorite among sommeliers and bartenders who are rediscovering vermouth as a wine-based drink with its own identity. In recent years, the trend toward premiumization in the beverage sector has elevated vermouth's status. It is now appreciated for its complexity and terroir, qualities once reserved for fine wines.

In Spain and other countries where cocktail culture is still developing, sommeliers are increasingly adding high-quality vermouths to their menus and pairing suggestions. The growing popularity of aperitif hour and daytime drinking has contributed to this shift. Consumers are seeking more authentic and leisurely experiences, favoring drinks that offer both tradition and quality.

Carpano Antica Formula stands out in this context for its versatility. It can be enjoyed neat, over ice with an orange peel, or as a key ingredient in classic cocktails such as the Manhattan, Negroni, or Hanky Panky. Its presence in these drinks is often seen as a mark of elegance and authenticity. Many renowned bars around the world continue to choose Carpano Antica Formula for their signature cocktails.

Each bottle of Carpano Antica Formula reflects its heritage. The packaging remains faithful to 18th-century design and features a unique number along with the Latin inscription "Tempus Judex," meaning "time is the judge." The current president of the distillery also signs each bottle, underscoring the brand's commitment to tradition.

The production process involves slow maceration of selected wines and botanicals, resulting in an intense aroma and balanced taste with a long finish. The exact recipe remains a closely guarded secret within the Branca family. This dedication to craftsmanship has helped maintain Carpano Antica Formula's reputation as a benchmark for Italian vermouth.

As interest in classic cocktails continues to grow globally, Carpano Antica Formula's role in shaping modern mixology becomes even more significant. Bartenders rely on its distinctive profile to elevate legendary drinks like the Manhattan, Negroni, Americano, and Hanky Panky. For many enthusiasts and professionals alike, it represents not just a beverage but a piece of Italian history—an enduring symbol of patience, precision, and passion that continues to define the premium aperitif experience today.