



Ministry of Agricultural Food, Forestry and Tourism Policy

DEPARTMENT FOR EUROPEAN AND INTERNATIONAL POLICY
AND RURAL DEVELOPMENT
DIRECTORATE-GENERAL FOR INTERNATIONAL
AND EUROPEAN UNION POLICY
PIUE VII

Product Specification for the Geographical Indication ‘Vermut di Torino’ or ‘Vermouth di Torino’

a) Name.

The geographical indication ‘Vermut di Torino’ or ‘Vermouth di Torino’ is reserved for vermouth meeting the conditions and requirements laid down in this product specification.

b) Description of the product.

When released for consumption, ‘Vermut di Torino’ or ‘Vermouth di Torino’ must have the following organoleptic and analytical characteristics:

colour: white (white to straw yellow to amber yellow) and red (all types and shades); the individual characteristics are linked to certain chromatic contributions from the wines and/or flavouring substances and the possible use of caramel;

aroma: intense and complex, aromatic, balsamic, harmonic and sometimes floral or spicy;

taste: subtle, a balance between bitter, caused by the aromatic characteristic of wormwood, and sweet, which varies depending on the different types of sugar used;

actual alcoholic strength by volume of not less than 16% vol. and less than 22% vol.;

the percentage of the grapevine product used is at least *75% of the total volume*, as provided by Article 3(2)(b) of Regulation (EU) No 251/2014.

At the time of release for consumption, the product must not have excess pressure due to carbon dioxide in solution.

c) The particular production processes and specifications.

‘Vermut di Torino’ or ‘Vermouth di Torino’ is an aromatised wine produced in the Piedmont region using one or more Italian grapevine products, to which alcohol is added, aromatised primarily using *Artemisia* spp. and other herbs, spices and on occasion flavouring substances permitted under current legislation.



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The aromatic ingredients may be extracted using available technologies, using as a support, individually or jointly, water, hydroalcoholic solutions, wine or alcohol.

Sweetening may only take place by means of the following:

- semi-white sugar, white sugar, extra-white sugar, sugar solution, invert sugar solution, invert sugar syrup, as defined in Council Directive 2001/111/EC;
- grape must, concentrated grape must and rectified concentrated grape must, as defined in points 10, 13 and 14 of Part II of Annex VII to Regulation (EU) No 1308/2013;
- burned sugar, which is the product obtained exclusively from the controlled heating of sucrose without bases, mineral acids or other chemical additives;
- honey, as defined in Council Directive 2001/110/EC.

‘Vermut di Torino’ or ‘Vermouth di Torino’ may only be coloured using caramel (E 150).

‘Vermut di Torino’ or ‘Vermouth di Torino’ must be released for consumption in glass bottles of 50 ml, 375 ml, 500 ml, 750 ml, 1 000 ml, 1 500 ml, or 3 000 ml, unless otherwise provided for by legislation in the country of import.

For the purposes of closing the bottles, the use of the crown cap is prohibited.

The description, presentation and labelling may not use geographical place names that refer to municipalities, parts of municipalities or areas found in the production area.

The description and presentation of ‘Vermut di Torino’ or ‘Vermouth di Torino’ may use the term ‘Superiore’ [Superior], provided that the product has an actual alcoholic strength by volume of not less than 17% vol., comprises wine produced in the Piedmont region corresponding to at least 50% by volume of finished product, and is aromatised using, on a non-exclusive basis, herbs (other than wormwood), grown and/or harvested in the Piedmont region or flavouring substances or flavouring preparations derived from the same.

As regards the list of ingredients which may be present, reference may be made to the wine or basic wines used, specifying the designations of origin and/or geographical indications, if they represent at least 20% by volume of the finished product.

In the context of the voluntary information to consumers referred to in Article 36 of Regulation (EU) No 1169/2011, and using the graphic features permitted, reference may be made to the use of



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DOC and DOCG wines produced in the Piedmont region, on the condition that the minimum percentage of each wine mentioned is equal to at least 20% by volume of the finished product.

The sales denomination may be supplemented by one of the following particulars as regards sugar content:

- ‘extra dry’: in the case of products with a content of less than 30 grams per litre;
- ‘dry’: in the case of products with a content of less than 50 grams per litre;
- ‘sweet’ in the case of products with a content of 130 grams per litre or more.

The use of indications which refer to names, business names and private trademarks is permitted, provided that they do not mislead the consumer.

For any other production-related aspects, the rules in force as regards aromatised wines established by current legislation and resolutions adopted by the OIV (International Organisation of Vine and Wine) apply.

d) The demarcation of the geographical area concerned.

The production and packaging area comprises the entire area of the Region of Piedmont.

e) The details bearing out the link referred to in point (3) of Article 2 of Regulation (EU) No 251/2014.

This request for recognition is based on the reputation and origin of the product.

‘Vermut di Torino’ or ‘Vermouth di Torino’ is well known throughout the world thanks to the tradition and history of its production in the Piedmont region since the end of the 18th century.

The product originates from the region of Piedmont, specifically from Turin. In the early 1800s ‘Vermut di Torino’ or ‘Vermouth di Torino’ referred to a particular type of aromatised wine produced in Piedmont and with a unique composition and method of production.



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‘Vermut di Torino’ or ‘Vermouth di Torino’ became well-known in the first half of the 19th century, when worldwide exports began. This was followed by major expansion from 1880 onwards.

Thanks to the great success of ‘Vermut di Torino’ or ‘Vermouth di Torino’ on the international scene, distillers from Piedmont that had already been famous since the 18th century added this particular wine product to their product range. It was this success that allowed them to build their large, modern production facilities in the 19th century, which contributed significantly towards the development of Italy’s wine industry in modern times.

The success of ‘Vermut di Torino’ or ‘Vermouth di Torino’ also boosted the development of local crops of medicinal plants from the 19th century onwards, particularly the various *Artemisia* species used in producing it.

Many of the herbs traditionally used in the production of ‘Vermut di Torino’ or ‘Vermouth di Torino’ are widely found in the Piedmont region, including the most characteristic ingredient: *Artemisia absinthium* (common wormwood) and/or *Artemisia pontica* (Roman wormwood), a medicinal plant for which Piedmont is still the main Italian producer region to this day.

However, wormwood is only the most important of a wide range of herbs harvested and grown since time immemorial in Piedmont, including yarrow, chamomile, hyssop, savory, marjoram, clary sage, elder, thyme, and spices such as cinnamon, cardamom, cloves, coriander, nutmeg, vanilla, saffron and many others, which give ‘Vermut di Torino’ or ‘Vermouth di Torino’ its unique aroma and taste.

The product’s reputation became so inextricably linked to the Piedmont region and Turin, where commercial activity of master vermouth makers developed, proliferated and over time reached significant levels of production, attesting to the important economic role which this distinctive product now plays.

The combination of the ingredients and production techniques have over the years been passed down from generation to generation, with unique tastes and characteristics found in the recipes jealously guarded by each company. The processing techniques used have changed, new ones have joined older ones and this combination of the old and the new even today continues to preserve and enhance traditional production.



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Evidence of the success enjoyed by ‘Vermut di Torino’ or ‘Vermouth di Torino’ can be found in Italian newspapers dating back to an article published in the ‘Gazzetta di Milano’ on 4 May 1833. Similar reports were published outside Italy, e.g. in France (1859), Spain (1859) and the U.S. (1874). References continue to be made to this day in culinary, technical and commercial magazines, such as La Nuova Antologia (1933), Bulletin of California Agricultural Experiment Station (1941), Vignevini (2002), Bargiornale (2017), La Stampa (2017), etc.

There are also references to ‘Vermut di Torino’ or ‘Vermouth di Torino’ in many books, in particular: ‘Il Vermouth di Torino’ by A. Strucchi (1907), ‘The Vermouth of Turin’ by F. Piccinino (2016) and ‘Il grande libro del Vermouth di Torino’ by G. Mainardi and P. Berta (2018).

The product has also been mentioned in the literary works of many Italian writers, such as Edmondo De Amicis, Paolo Monelli and Cesare Pavese. Elsewhere in the world, it has also been mentioned by Henry de Kock and Léon Beauvallet (1854), Aristide Bruant (1902), Paul Cazin (1933), Alfred Hart (1987), Jean-Louis de Faucigny-Lucinge (1990) and Luke Allan (2016), to cite just a few names.

‘Vermut di Torino’ or ‘Vermouth di Torino’ has been featured at major international exhibitions and won countless prizes, which are often mentioned on labels by producers. Some of these events included: the Universal Exposition in Paris (1855), the International Exhibition in Dublin (1865), the Centennial Exposition in Philadelphia (1876), the Expo in Shanghai (2010) and the Expo in Milan (2015).

Even nowadays, ‘Vermut di Torino’ or ‘Vermouth di Torino’ is still a regular feature at major commercial fairs, in particular Vinitaly (Verona), the Salone del Gusto (Turin), ProWein (Düsseldorf), and often with collective stands representing dozens of different brands.

g) An indication of the main raw material from which ‘Vermut di Torino’ or ‘Vermouth di Torino’ is obtained.

The raw materials which characterise this geographical indication are:

A) The plants belonging to the various species of Artemisia used in order to aromatise ‘Vermut di Torino’ or ‘Vermouth di Torino’, or in order to produce flavouring substances or flavouring preparations used to aromatise ‘Vermut di Torino’ or ‘Vermouth di Torino’, must be grown and/or harvested anywhere in the territory of the Piedmont Region.



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Of the various types of wormwood used, the presence of common wormwood and/or Roman wormwood is compulsory. The minimum amount of wormwood used is 0.5g of dried plant (flowering tops)/litre of finished product.

B) The Italian grapevine products defined in point 5 of Part IV of Annex II and in points 1 and 3 of Part II of Annex VII to Regulation (EU) No 1308/2013.

h) The name and address of the authorities or bodies verifying compliance with the provisions of the product specification.

Still to be designated.