

VERMOUTH VERONI ROSSO



Name: Vermouth Veroni Rosso

Type: Vermouth Rosso

Origin: Wine from Naoussa and herbs from Mount Vermio

Technical Analysis: Alcohol: 17%, Volatile Acidity: 0,37 g/L, Total Acidity: 3,9 g/L, Residual Sugar: 160 g/L, Active Acidity (pH): 3,88

» • STORY BEHIND THE LABEL

Veroni was a typical woman who lived in Naoussa during the Interwar period, and wife of Kostakis Nitsiotas, the beloved uncle of Yiannis Boutaris. She used to collect herbs from the slopes of Mount Vermio which was well known for its flora. She also liked vermouth, the iconic drink of 30's. In order to please her, Kostakis, produced the Boutari Vermouth, enriching it with herbs collected by his wife.

Today, three generations later and almost one hundred years after, Dimitris Melissanidis and Stellios Boutaris, revive that love story with a new collaboration and a new label, Vermouth Veroni.

» • HERBAL DRYING AND EXTRACTION

Blueberry, Chamomile, Elderberry, Gentian, Verbena, Absinthe, Sideritis – Mountain Tea, Orange peel, Lemon peel, Clove, Cinnamon

Herbal ingredients are harvested from sustainable crops of endemic plants of Mount Vermio, in order to ensure the excellent quality of raw material and protect the indigenous flora. Applying environmentally friendly methods, herbs are collected, washed with cool water so to remove any unsavory elements and then dried with physical methods. When the herbs come to the desired degree of drying, they are divided into groups according to their characteristics and the extraction process begins. Hydro-alcoholic extract process takes place in 15°C- 20°C for 45 days and then the botanical extract stays for 30 days so the aromatic compounds can be bind.

» • PRODUCTION OF VERMOUTH

For the production of Vermouth, the botanical extract is mixed with white wine from Xinomavro variety (*blanc de noir*) from Naoussa, oaked for 6 months in 5 year-old barrels of 225-Lt and is then sweetened with crystal sugar. Then the final blend for Veroni Rosso ages in stainless steel tanks for another 6 months.

» • CHARACTER

Veroni Rosso has soft caramel color. The aromatic character composed of red fruits like dried cherry, plum and orange peels is combined elaborately with hibiscus, rhubarb, chamomile, black tea and sweet notes of vanilla and cinnamon. On the palate, Veroni Rosso has bitter characteristics from quinine and citrus which are accompanied pleasantly by the red dried fruits.