



RECIPES OF THE PAST



Bordiga's original ledger
which catalogs the recipes
for over 200 vermouth
brand specifications.

AN EXPRESSION OF FRIENDSHIP



Bordiga's current owner,
Riccardo Molinero.

A lover and experimental distiller of spirits and vermouth, Amilcare Mulassano opened a historic bottle shop in the mid 1800s. In 1907, it was moved to Piazza Castello in the heart of the city of Torino and he expanded the shop to a small café. Caffé Mulassano soon became a favorite meeting place for Turin's artists, politicians and writers.

Nearby, the herbalist Pietro Bordiga was also experimenting with the distillation of spirits. Amilcare and Pietro became friends, trading techniques and ideas back and forth. In 1888, Pietro founded a small distillery in the nearby village of Cuneo, abutting the Italian alps, where he began to produce mountain liqueurs and vermouths.

Although he was a producer himself, Amilcare commissioned the house vermouth of Caffé Mulassano from his friend Pietro's distillery Bordiga, where it has been made in the same way ever since.

UNCHANGED PRODUCTION METHOD



Mario Cerri
Master Distiller, Bordiga



Local wine, medicinal herbs and precious imported spices form the basis of Vermouth di Torino, the product with which Bordiga was born. The philosophy and quality of the products that inspired the founder have remained unchanged. Bordiga has continued their tradition of always starting with carefully selected, high quality raw materials: Piedmontese wine, wild foraged alpine medicinal herbs, the finest spices, the purest wheat alcohol, high quality sugar, and the spring water from the neighboring Italian Alps. Today, just as in 1888, Bordiga's master distillers, with their ancestral and jealously guarded wisdom, produce the renowned Bordiga products now appreciated all over the world.



CAFFÈ MULASSANO



In the years since Amilcare, the cafe has changed hands a few times.

In 1925, Angela and Onorino Nebiolo moved back to their hometown of Torino from several years living abroad in the United States. They returned with dreams of managing a restaurant of their own and were amazed to find that the Mulassano family had just put the café on the market. With their savings accumulated in America, they bought Caffè Mulassano with the intention of reinvigorating the business by offering new snacks alongside their aperitivos. They brought a new machine from the States—the toaster. They began to sell toast, and soon started filling the warm, soft white bread

with various ingredients. These sandwiches were sold to the local laborers and seamstresses. This is how the sandwich first arrived to Northern Italy - a few years later it was given the name “Tramezzino” by writer Gabriele D’Annunzio (“Sandwich” didn’t quite work in Italian) and is now a ubiquitous staple across Italy. There is still a plaque in the café that reads: In 1926, Mrs. Angela Demichelis Nebiolo, invented the “Tramezzino.”

When Angela and Onorino moved to the suburbs and sold the café in 1938, it experienced a decline of several decades due to war times. In the 1970s, the café was bought by Antonio Chessa who carefully restored

it to its former glory with measured patience and an extreme attention to detail. Antonio’s niece, Vanna, now manages the café with her partner Patrizio Abrate and continues to preserve the tradition and care that her uncle had dedicated his lifetime to restore.

Today the tiny jewel-box of a café exists in its fully gilded glory, restored by Antonio as a tribute to the heritage of the city of Torino and those that cherish its beauty

CAFFÈ
Mulassano
TORINO

VERMOUTH MULASSANO

Still today, the ingredients used in Vermouth Mulassano have been processed with the same care and attention of the past, lasting 40-45 days before bottling. Only the highest quality raw materials are used for the production of Vermouth Mulassano.



THE BOTANICALS

Bordiga uses a huge variety of botanicals for their production, each coming from the place where it grows the best, like oranges from Sicilia and vanilla beans from Madagascar

The local alpine botanicals - like juniper, gentian and chamomile - are still wild foraged and harvested by hand by a team of mountaineers who scour the Italian alps.

The products created with hand foraged herbs cannot be certified organic, but the care and attention towards nature have always been a central point for Mulassano.

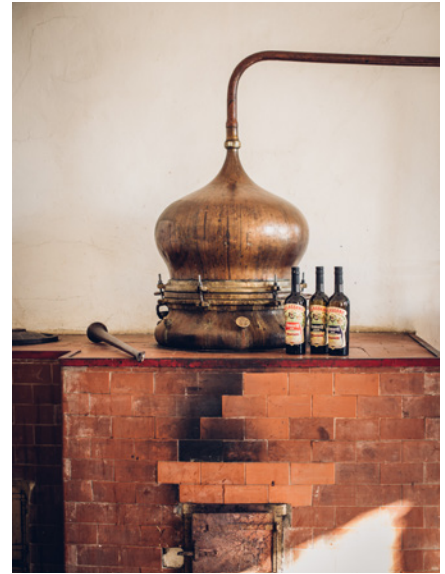
Each botanical, fresh, dry, or sometimes both, is carefully macerated in an alcoholic solution of a specific ABV and for a specific length of time. This is done to highlight the perfect expression of each ingredients flavor. All

filtration is done naturally, using a sequence of paper filters to remove fine particles.

Macerated botanical tinctures are stored in glass jars in what feels like a mad scientist's laboratory. Some jars also contain the distilled essence of a specific botanical - produced on a small pot still heated by the direct fire of burning wood.



VERMOUTH MULASSANO



THE WINE

Bordiga sources its wine from the neighboring vineyards of Piedmont. The sugar is slowly dissolved into the wine at room temperature, never breaking the structural integrity of the wine itself with heat which ensures that the resulting vermouth

retains its freshness. After bottling, the product is left to rest again in the cellar at a constant temperature of about 50 degrees fahrenheit for at least 15-20 days before being ready for enjoyment.

THE VERMOUTH

The classic range of vermouth offers three expressions: Extra Dry, Bianco and Rosso - as well as an Italian red bitter. Each bottle expresses a different combination of botanicals that reveals but doesn't hide the freshness of the base wine's character. The wine, in turn, exhaults the complexity of the botanical attributes.

Vermouth Mulassano can be enjoyed chilled or on the rocks, in simple cocktails like spritzes or Vermouth & Tonics. Due to its bold layering of flavor, the vermouths are also perfect for both classic cocktail recipes and modern mixology.



MULASSANO



EXTRA DRY

Hints of fruit, spices, aromatic and balsamic herbs promise a dry, long and elegant sip.

Can be enjoyed fresh as an aperitif or mixed in classic cocktails - or even after dinner with dark chocolate.

Primary Botanicals: Quinine, Lemon Peel, Coriander, Marjoram, Fennel, Cardamom, Vanilla from Madagascar.

Bottled at 18% abv.



MULASSANO



BIANCO

Aromas of herbs, spices, white peach and chamomile lead a pleasant, fresh and light sip with balanced sweetness.

Can be enjoyed both as an aperitif and digestif, accompanied by savory appetizers or sweet desserts.

Primary botanicals: Gentian, Lemon Peel, Mint, Elder, Peppercorn, Sage, Cardamom, Bitter orange peel, Vanilla from Madagascar.

Bottled at 18% abv.

MULASSANO



ROSSO

Spicy and herbaceous, with a fresh, delicate and all-encompassing taste reminiscent of chocolate and caramel.

Can be enjoyed chilled neat or over an ice cube, accompanied by desserts, or in both classic and modern cocktail recipes.

Primary Botanicals: Gentian, Angelica, Marjoram, Fennel, Lemon, Coriander, Cardamom, Vanilla from Madagascar, Sage, Quinine.

Bottled at 18% abv.



MULASSANO



BITTER

Following in the same standard set by the vermouth, this red bitter is produced only from high quality ingredients. The distillates and infusions used are all strictly produced in the distillery exclusively by maceration of botanicals in pure wheat alcohol. The filtration is done using natural paper filters.

Primary Botanicals: Angelica, Sicilian Orange Peel, Gentian lutea, Gentian Acaulis, Artemisia pontica, China calissaia, Cinchona calisaya.

Bottled at 25% abv.

MULASSANO COCKTAILS



50/50 MARTINI



MULASSANO NEGRONI



CAFFE SBAGLIATO



SAZARAC BIANCO

MULASSANO NEGRONI

- 1 oz Gin
- 1 oz Mulassano Vermouth Rosso
- 1 oz Mulassano Bitter
- Garnish with an orange slice

50/50 MARTINI

- 1 1/2 oz Gin
- 1 1/2 oz Mulassano Vermouth Extra Dry
- 5 drops of saline solution
- 1 dash celery bitters
- Garnish with olives

CAFFE SBAGLIATO

- 1 oz Mulassano Bitter
- 1 oz Mulassano Vermouth Rosso
- Topped with Prosecco

SAZERAC BIANCO

- .5 oz Mulassano Vermouth Bianco
- 1.5 oz Cognac
- 2 dashes orange bitters
- Absinthe Rinse



MULASSANO

VERMOUTH DI TORINO



@Mulassano1879

For US Availability Inquiries, please contact:

Kate Perry
k.perry@lamaisonandvelier.com

LM & V
LA MAISON & VELIER



bordiga1888.it