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LA PIVÓN PRESENTS: FIVE THINGS MOST CONSUMERS DON'T KNOW ABOUT VERMOUTH

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When you hear the word, “vermouth,” what comes to mind? Do you picture James Bond sipping an extra dry martini? Or perhaps you recall the first time you nailed your grandfather’s Manhattan recipe. While the world is waking up to vermouth’s delicious versatility, in America it is still being overlooked and underutilized (and over-aged once opened!). La Pivón Vermouth a Spanish vermouth distiller that has pulled together some a quick list to help educate the novice on the subject of vermouth.

La Pivón Vermouth (SRP \$29) invokes herbs and botanicals to craft intriguing yet balanced flavor profiles in both its Blanco and Rojo variations. While La Pivón Blanco bears a light, refreshing entry, highlighting fruit on the mid palate with a delicately flavorful finish, the Rojo is robust and strong through and through with cinnamon, cardamom and clove.

With just 16 percent ABV, these vermouths are light and refreshing, surprisingly perfect on their own or in your favorite cocktail. On behalf of 3 Badge Beverage Corporation and their La Pivón

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Vermouth, here are five things you may not already know about vermouth and be sure to check out the recipe for La Pivón's Americano cocktail below.

1. IT'S NOT ALL ITALIAN!

One of the most common misconceptions about vermouth is that it all comes from Italy. La Pivón Vermouths are Spanish, celebrating "la hora del vermut" which is a tradition in many regions of the country. This low ABV beverage is a favorite among Spaniards who consume it as a mid-day treat with friends and family. The versatility to be enjoyed in a classic cocktail or on its own really sets our Spanish vermouth apart.

2. VERMOUTH IS NOT A TYPE OF LIQUOR

Vermouth is not a spirit but is a fortified wine, meaning that flavors and aromatics have been added with a variety of herbs, botanicals and spices through maturation in barrel. Sometimes the alcohol content can be strengthened with another neutral spirit.

3. IT'S BEST SHORTLY AFTER OPENING

As vermouth is not considered a liquor, they are not meant to sit opened on a bar cart but are rather best preserved like an opened bottle of white wine in a refrigerated space, tightly closed. Although it has been fortified, the base of vermouth is wine and will eventually lose its flavor profile after time. If refrigerated properly, La Pivón Vermouth should keep anywhere from four to six weeks after opening. Plus, chilled vermouth alone is delicious over ice with a fresh citrus peel.

4. NOT ALL VERMOUTH IS DRY

One of the most common misconceptions about vermouth is that it only does well in dry beverages like martinis. In reality, many vermouth drinkers actually prefer the sweet variety! La Pivón offers two expressions of vermouths, both sweet and dry. The Rojo vermouth is used as a modifier in classic cocktails such as a Manhattan or a Negroni. The Blanco vermouth is often used for a martini, but can easily be used in sweeter drinks such as how it's typically consumed in Madrid, over ice with a splash of sparkling water and an orange slice.

5. VERMOUTH IS HIGHLY VERSATILE

While most liquors and wines can only be used in signature cocktails or on their own, vermouth can be used in just about any way. Whether you want to mix it in a classic way such as a martini, Negroni, or Manhattan, or you'd rather venture out and try it in your spritz or sangria, vermouths can only enhance your favorite drink.

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As a modifier, vermouth is used in some of the most popular cocktails of the last century. Consuming vermouth on its own is also gaining traction as consumers are looking for low ABV alternatives. Bars dedicated to vermouth and variety of vermouth-focused cocktails are starting to crop up in some of the world's most culinary-centric cities and destinations.

Cheers!

LA PIVÓN VERMOUTH